

# Aleutian Peninsula Broadcasting, Inc.

KSDP Radio PO Box 328 Sand Point, Alaska 99661 Phone/Fax: 907.383.5737

## **Quarterly Meeting of the Board of Directors**

KSDP Broadcast Center, Sand Point City Hall

Tuesday, January 18, 2005 - 6 p.m.

## **MINUTES**

### **Call to Order**

The meeting was called to order at 6:08 p.m.

### **Roll Call**

Directors Present : Nora Newman, Wayne Hodges (WHodges), Edi Hodges

Ex-Officio Present : Brian Koral

Public Present : none

### **Approval of the Agenda**

WHodges moved to approve the agenda as presented. Newman seconded and the motion passed without objection.

### **Approval of the Minutes**

Regular Quarterly Business Meeting - October 5, 2004

Special Business Meeting - November 23, 2004

WHodges moved to approve the minutes as presented. Newman seconded and the motion carried without objection

### **Old Business**

#### **FY2005 Budget Review & Revisions**

The Board reviewed a revised version of the FY2005 KSDP operating budget. The budget reflected expenses incurred during the summer renovations and NOAA installation along with line items to cover the website renovation and upgrade. The station currently projects revenue of \$268,817.00.

**MOTION :** WHodges moved to adopt the budget as revised. Newman seconded. The motion was approved without objection.

#### **McCurdy-Farrens Transmitter Site purchase offer**

Koral updated the Board on communications with the Shumagin Corporation regarding the land purchase. The Shumagin Board received the purchase offer at their December meeting, tabled it until January and then postponed the January meeting until February. A new Shumagin Board has been elected and hopefully the issue can be dealt with by the close of the FY.

### **New Business**

#### **FY2005Q1 Financial Statements**

The Board reviewed the financial statements as presented by the Finance Manager.

**MOTION :** Newman moved to accept the statements as presented, WHodges seconded and it was approved unanimously.

#### **Website Design/Construction Proposals & Contract Award**

The Board reviewed a proposal from the PHP Agency of West Hollywood, California to handle the upgrade and redesign of KSDPradio.com. Two proposals were submitted but

after reviewing cost and portfolios, Koral recommended PHP to the Board. Target launch date for the new website is May 1, 2005.

**MOTION :** WHodges moved to award the contract for \$7,000 to the PHP Agency for the redesign of KSDPradio.com. Newman seconded and it was approved unanimously.

#### **Preliminary Approval of Full Time Staffing for FY2006**

The Board discussed full time staff needs for FY2006. It is clear that if KSDP is to continue growth of programming and importance, a news presence must be established both region and state-wide. Koral suggested that over the next three months he be tasked with putting together a proposal for what a second full time staff position at KSDP would look like and what would be needed to support such a position. The Board discussed the long-term funding of the position.

**MOTION :** WHodges moved to task Koral with preparing a presentation for the Board regarding full time staffing needs, Newman seconded and it was approved unanimously.

#### **Spring Membership Drive**

The Board discussed holding a spring membership drive to help the station meet its goal of fundraising for the year. Discussion centered on when to hold the drive and the consensus was to coordinate the drive and the Annual Meeting with the Memorial Day weekend. Koral will coordinate on-air promos and will work on a mailing campaign.

#### **Merrill Lynch Account Updates**

Koral presented the Board with the needed paperwork to update the corporation's bank account. He also shared with the Board that in April, there will be a presentation on money management to determine better ways of managing corporate cash. Currently, all KSDP cash resides in a single checking account and Koral is working with Merrill Lynch and Lisa Green to diversify that.

#### **Annual Meeting Date**

The Board did not revisit this topic.

### **Report from the General Manager**

A formal report was presented to the Board and is included in the meeting minutes.

### **Public Comments & Discussion**

WHodges suggested additional ways to bring localism to public radio and to market that localism to the fishing fleets as the seasons get underway.

### **Next Meeting**

The next Board meeting is scheduled for April 5, 2005 at 4 p.m. in the KSDP Broadcast Center.

### **Adjourn**

The meeting adjourned at 7:12 pm