**Minutes of the Laguna Radio Board of Directors**

**Monday, December 30th**

**Laguna Radio Offices**

**Present:** Liz McCusker, Jonathan Katz, Jerry Price, Thomas Carpenter and staff members Tyler Russell and Monica McCusker.

The meeting of Laguna Radio was called to order at 1:00 p.m. in the Radio offices by new President Liz McCusker who opened the meeting by welcoming all members.

**Board Member Related**

The first item of new business was recognizing a departing board member, Jim Click. His resignation was unanimously approved with thanks for his support on a motion by Jerry Price and second of Jonathan Katz.

Liz then explained the resignation of Fletcher McCusker from the board due to a conflict of interest with his involvement in a new radio station in Arizona. His official resignation was previously accepted.

Tyler Russell then discussed the desire to add more community members to the board of directors. He discussed some possible candidates, John Church, Meg McGillivary and Nia Evans and the value they could add. The members present agreed that Tyler should reach out to them and have 2-3 in place by end of Q1 2020. Liz shared that a formal application is in the process of development. She then asked for discussion regarding formal responsibilities for new and existing members; something not currently in place, including but not limited to an expectation of personal giving and $2,500 that each member would be responsible for giving or getting. After discussion, all were in agreement that these monetary responsibilities were fair. The formal responsibilities will be developed in accordance with discussion.

Tyler also discussed the Community Advisory board currently in place and required for a grant. The team discussed ways to make them more engaged and suggested that one of the new board members be assigned as the liaison to this Advisory committee to establish a more effective peer to peer relationship.

Lastly, it was decided that the Laguna Radio board meet quarterly. A calendar for the year of meetings will be established and sent out by end of January 2020.

**Audit Related**

Each board member received the management letter from the 2018 audit. Liz reported that many new Internal control policies are in final draft of development incorporating many of the topics in the management letter. These Administrative Policies once finalized will be emailed to all members for approval.

Additionally, Tyler has been advised to move the Laguna Radio banking accounts from Chase Bank as there were some accidental transactions with Tyler’s personal and other business accounts at the same bank – the one accident of a Netflix charge was paid by to Laguna Radio by Tyler. The board unanimously approved moving banks with the selection up to Tyler on a motion by Jonathan and second of Thomas Carpenter.

Also, on the audit is an AR entry called Due from Director, other than above matter. Invoices for these transactions were provided to the auditor showing they were indeed charges for Laguna Radio such as software to purchase Teamviewer and not personal. The auditors requested Purchase Orders which were not available and not a practice of Laguna Radio in paying vendors typically. The board of directors on a motion by Jerry Price and second of Jonathan Katz unanimously approved these amounts as expenses of Laguna Radio and could be removed as Due by Director.

**Bylaws**

Liz reported that the Laguna Radio by-laws have been updated and copies with changes or additions will be emailed to members for approval in January.

Program Related

Tyler then gave a report on all program and business-related issues at Laguna Radio in 2019 and plans and budget for 2020.

He shared that 2019 started rough after KXMAS was not the success it was hoped to be due to the expenses of putting on a concert and the venue and there are no plans to do another concert event in 2020 unless something falls in their laps or a big sponsorship becomes available.

The Taste of Laguna, a first-year collaboration with the Chamber of Commerce was very successful – brought in about 1200 people. Split expenses 50/50 and set up new LLC. Net $75,000. The plan is to continue this partnership in 2020 in October and could even raise more if sponsorship prices are increased.

KX Takeover raised between 60k-70k and will continue in 2020 in late March or early April.

A new event proposed for 2020 is a month-long golf tournament. An idea brought to Laguna Radio from the pro at The Ranch set for June. Instead of a typical tournament each day set tee times are set aside as “tournament slots” with 100% of green fees going to the station. Even golfers who did not know about the “tournament” who want those times will be considered as participants. The members discussed more ideas to add on to this event such as selling mulligans, sponsorships, tee box signs, every birdie gets a ticket for a raffle, prices for longest drive, closest to the pin, individual competitions, etc.

Tyler reviewed the rest of his proposed 2020 budget including raises for himself and Alyssa. After further discussion it was determined that both would be brought to the new California salary threshold of $49,920. The original draft budget did not include this amount, but was determined that taxes were over budgeted and the net effect after adjusting will cover the difference.

There are currently no plans to hire a full time Development Director. There are some excess funds under the salary line item that could cover partially. This will continue to be assessed.

On a motion by Thomas and second of Jonathan the 2020 Laguna Radio budget was unanimously approved with above changes.

**Financials**

Due in part to a new volunteer accountant, the 2019 Financials were still a work in progress. Tyler will be working with her so she understands account classifications and such better and will in the mean time work to clean them up and get them out to the members as soon as possible for approval. Bottom line is that there is a $50,000 check due from CPS for 2019 as well as $5,000 AR line from Laguna High School for football broadcasting in 2019, Laguna Radio ended the year “even”.

**Development**

Monica McCusker shared she will be coming back since maternity leave as a part time hourly employee working Tuesdays and Thursdays. She is launching new strategy for underwriting and training Ed and Alyssa. Instead of looking for huge short-term underwriters her idea is to implement stronger focus on businesses members, $50 for the month, 1 time a week underwriting which is designed to meet budget projections.

**2020 Program Changes**

Tyler Russell shared that Laguna Radio will be changing over to a new, better frequency that doesn’t conflict with KDAY and others as well as offering Laguna Radio HD radio opportunities.

HD1/HD2, split into two new stations. 104.7 FM – local Laguna stuff, truly Laguna beach, 50+ audience

HD2 subchannel – hip millennial discovery radio station.

Both can stream from the website and app

KXFM name change.

New signs/woodblock, radio announcement.

Goals – flip the switch by end of January.

The move was unanimously approved after a motion by Jerry Price and second of Thomas Carpenter.

**FIVE-YEAR PLAN**

The members then discussed the need for Laguna Radio to develop a long-range plan but will table that discussion until the new board members and new station up and running.

Being no other business, the meeting was adjourned by Liz at 2:30 p.m. The next meeting will be in March of 2020 with an exact date to be determined soon.