**Minutes of the KX FM Board of Directors**

**June 9, 2021**

**Via Zoom**

Present: Liz McCusker, Jerry Price, Thomas Carpenter, Jonathan Katz, Nia Evans, John Church, Tyler Russell, Alyssa Hayek and Jayne Herring

The meeting was called to order by President Liz McCusker at 4:01 p.m. via Zoom.

Liz indicated that board is in a transition time between family owned and operated station to more community efforts, echos that our roles in the next few months are to support the folks in their new roles.  She welcomed John Church to the team and opened the floor for introductions.

John Church introduces himself. Moved here a couple weeks after the station was founded nearly 10 years ago. Decided that the best way he could benefit the station was using his background in sports and entertainment sponsorship to help sell at the radio station.

Alyssa introduces herself as new GM. Recently celebrating 3 year anniversary at station, 15 years in radio.

Jayne introduces herself as new Development Director. Just moved back to Laguna after career in non-profit sector.

Jerry Price introduces himself as long-standing, original board member of the station.

Jonathan Katz also introduces himself as a long-standing, original board member of the station.

Nia Evans introduces herself as a fairly newer board member.

**Management Report**

Alyssa reports that the station is transitioning nicely.New automation system installed and working. The majority of the hosts are trained on it and back live in studio. Erica and Jayne gaining confidence in their new roles Recently held a volunteer meeting with good turnout in person and on Zoom.

Alyssa gives an update on the station events advising that theT-Shirt contest is underway and looking for more designs to crown a winner. Gavin, host of Schools Out, will be helping run radio camp this August. All students are new that have registered so far. Taste planning underway for the event in October and Jayne setting up lots of community meetings and appearances in conjunction with it.

We have some openings in volunteer slots for on-air shifts. National EAS test coming up in August, all going as planned. FCC renewal submitted

Alyssa advises of the improvements done to the station. New floor installed, the desks were redone and the outlet moved from inside the band room. All work completed by G&A Flooring.

Alyssa advises that she is working on updating member handbook, volunteer handbook, and policies. Currently revising the rewriting check cashing, capitalization policy. The team is looking for new board members that have experience in HR, law, accounting, etc.

New app is launched, with lots of new interactive features that let’s us touch our audience better.

Alyssa indicates that the finances were left in a good spot yet we will continue to fundraise throughout the year. The station was recently approved for new "District 5" grant but awaiting for the approval amount.

T-shirt company selling KX beach towels, with a portion of proceeds going back to station.

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**Development Report**

Jayne provides an update in her role as Development Director. She sees the timing as great for meeting fellow businesses and discuss partnerships.Had dozens of one on one meetings over the past couple months. She is stressing that KX FM is by our community and for our community. She wants to reach outward to businesses who want to market into Laguna Beach.

Currently, she is working on Coast Film Festival, Catalina Wine Mixer, and other partnerships.

Regarding membership, team is restructuring membership tiers and adding incentives that make sense for the current climate. Planning to have first membership party in August with the t-shirt design reveal.

Biggest hurdle has been the fact that there are multiple locations to find information; taking a long time to find information. She was able to get Salesforce for free for us (CRM system) to help stay organized. It's also integrated with GiveSmart and Quickbooks, even EZ Texting. Her goal is to get all new organizational efforts in place before fall events. Also, wants to use for volunteer management and other relationships in future.

Salesforce integration cost will be $5,400 annually with one-time $21,000 implementation cost.

Liz advises that this is not a budget item so it needs approval and opened the floor for discussion. There was some concern about how much the station needs it but the board generally consented that CRM software is a game changer and now is a good time to implement it. It was approved, Jerry motioned, Nia seconded.

**Community Advisory Board Meeting recap**

Nia reports that the big takeaway was that people really want the concert in Irvine Bowl still to happen; group discussed some different options for that like bringing in a comedy aspect of it.

There was great feedback on how the station has been doing during COVID.

Mark Christy had a great idea about featuring retailers or other businesses' recovery from COVID.

Committee wants us to continue broadcasting from the Forest Promenade.

**Taste Update**

Liz reminded Jayne that they're attempting to set a world record at Taste of Laguna. They're attempting to do the most people of all time doing the Mick Jagger strut at the same time.

Jayne indicated that restaurants are the biggest struggle for the Taste so far. She is working on Taste of Laguna restaurants trying to get them to commit. She suggested to the Chamber that perhaps offering the sign up for free this year.

With GiveSmart, we have the ability to do text-to-give for restaurants that night where we can give 100% of the texted in donations to the restaurants that attend.

Not really asking small businesses for money right now; instead just offering to help them.

**April Minutes**

April minutes motioned by Jonathan, seconded by Liz, approved.

**Other Business**

Liz opened the floor for other business but there was nothing additional to discuss.

Meeting was adjourned by Liz at 5:00 pm.