

Bisbee Radio Project, Inc Minutes April 24, 2024

Attendees:

- ☐ • Rob Shipley
- ☒ • Michael Brown
- ☒ • Kirk Reynolds
- ☒ • Helen Lyons
- ☒ • Joe Barron
- ☐ • Suzanne Walsh
- ☒ • Michael Thornton
- ☒ • Stephanie Peavy

Opening:

The regular meeting of the Bisbee Radio Project, Inc. was called to order at 5:13 on April 24, 2024 in 2 Copper Queen Plaza, Suite 204 by Michael Brown.

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed.

Adjournment - next meeting needs to be added

Call to Public

Carolyn Toronto: Asking the board to umbrella under our 501c3 to help provide a non profit for Bisbee performing arts

KBRP would be the fiscal agent

Taxes, receiving grants, donations, insurance liability

Typically fiscal agents take a small cut to cover incurred expenses

Will incur some additional book-keeping

KBRP was chosen due to overlapping interests

The idea would be an official channel to providing funding for musicians and performing arts.

Provide fiscal support for renting and paying staff for music and performing events

Subsidize venues in town to provide larger wages for performing musicians

Request for mission statement for us to look over

Overall, interesting idea but we need to figure out if we have the infrastructure to incur the workload

Kirk reynolds motioned to vote, vote uniamously passed at 5:30pm

New Business

- Summary from Hiring Subcommittee meetings (Mike Thornton)
 - One way to cut projected deficit from budget meeting would be put off hiring until at-least July
 - Would also allow us to better write job description and duties
 - We should move to hire a social media focused intern under Kirks mentorship
 - Sub committee will continue to meet to write job decription and hiring discussion will continue when its finished
- Public Affairs Director (Helen)
 - In addition to social media
 - Under Mike Thorntons mentorship
 - Could partner with Cochise College Media department to get an internship position
 - Perhaps need to work on getting credit support for interns
 - Need to develop infastructure to support them
 - Motion to make Mike Thornton Public Affairs Director passed at 5:55pm
- Summary from Outreach Subcommittee meetings (Sub committee)
 - Need to solicit Eva for Merdi Gras video
 - Need to reach out to Meta to delete old instagram
- Update on Station/Office Lease (Helen)
 - We still need action on lease
 - Rob (landlord) out of town and is unresponsive
 - Lease is up May 31st
 - Last word was a desire for us to stay with a slight Rent Increase
 - Worse Case: lease goes into a day-by-day cycle
- Update on Royale Bldg and Timeline (Helen)
 - Board has taken legal action to address the current status of default on the sale of the Royale.
- Underwriting Update (Helen)
 - Two new outreach materials in production to recruit new underwriting opportunities
 - Possibility of membership cards has been discussed
- Financials for first quarter (Helen)
 - We have shifted a lot of 'cash in hand' to investments to generate revenue
 - Kimberly is willing to still support the station by running our Edward Jones account
 - Revenue exceeded expenses for the first quarter
 - Despite many yearly expenses that incur in Q1
- Farmers Market (Stevie)
 - Stevie has been doing surveys around town
 - A member and non member survey
 - Tracy (FM organizer) has rasied concerns over us giving merch for donations and getting memberships, will not let us do it for free if we continue
 - No prorating for once/month vs every week (but will check)
 - Traffic is 100/150
 - Goof draw for lapsed memberships
 - Motion to vote to pay for up to 22/mo for FM presences, passed unianimously at 5:44pm
 - Meet your favorite DJ?
- Local First Arizona (Mike Thornton)
 - Mike Thornton reached out to LFA to work with LFA to acquire grants
 - Stevie and Mike will work with them as Stevie knows the process
- 'Earned Media' (Mike Thornton)
 - If we work on making newsworthy stories we will get written about
 - Changing streaming could be a newsworthy story

- Streaming service change vote (Joe)
 - After discussion we have decided to end our partnership with Streamguys due to low listener cap
 - 3 options were given, see last months notes for overview of options
 - After discussion, radio.co at the 60\$ was chosen due to its better support and more functionality to grow into
 - Key functions: analytics, remote broadcasting, backup server
- Studio B hotfix/move update (Joe)
 - A meeting will be done to look into problems with studio A -> B
 - After this the move will be commenced and a wish list will be made after all existing infrastructure moved.

Adjournment:

Meeting was adjourned at 7:22pm by Michael Brown. The next general meeting will be at 5PM on May 22nd in 2 Copper Queen Plaza, Suite 204.

Minutes submitted by: Joe Barron, Board Secretary