

Bisbee Radio Project Board, Inc. Minutes

July 21, 2022, 6:30 PM, BRP Office, 2 Copper Queen Plaza, Suite 204

Call to order: 5:42 PM

Attendance: Michael Brown, Suzanne Walsh, Rob Shipley (via ZOOM), Business Manager Sandy Tilcock, Development Specialist Stephanie Peavey, Guest Scribe Patrick Tilcock

Approval of 05.19.22 minutes: Approved unanimously.

Call to the public: No public input at this time.

Board Business:

- **Development Specialist Report (See Attachment 1)**
- **Business Manager Report (See Attachment 2)**
- **Edward Jones Proposal for investing funds: Discussion and possible action:** Edward Jones representative was not able to attend, but had provided clear options to consider. The following allocation was proposed, after discussing prudent management of BRP funds:
 - Place \$85K in tiered CD's ranging from 6 months to 1 year.
 - Place \$15K in an insured bank account with limited access (1 check per month)
 - Motion to approve this allocation: Suzanne; 2nd: Michael; Passed unanimously.
- **Purchase of necessary items for bringing the Emergency Alert System (EAS) in compliance if we do not receive the ARPA Grant: Discussion and possible action:** \$3250 is cost of needed equipment. Sandy moved to approve; 2nd: Rob; Motion passed unanimously.
- **Infrastructure for Bisbee Saturday Market, Bisbee Blues and other events: No more than \$400. Discussion and possible action**
 - 8 x 8 canopy
 - rolling cart to transport items from car to location,
 - banner to tie onto the back of canopy
 - fitted table coverings for 2 4 ft tables and one 6 ft table.
 - These will allow a better choice of space and a more coherent visual presence at the Market
 - Motion to approve: Sandy; 2nd: Suzanne; passed unanimously.

- **Programmers maintaining membership: Discussion and possible action**

It has been BRP's practice to require broadcasters to be Members. This requirement is not explicit in the Bylaws but is stated in the Programmer Handbook. It is not clear what consequences ensue if a broadcaster's membership lapses. It is the Board's consensus that this question should be referred to the Program Committee for clarification.

- **Proposal from Steve Yoder regarding Program Committee membership (See Attachment 3): Discussion and possible action.**

- Suzanne moved to approve the changes outlined as they stand. 2nd: Mike; Motion passed unanimously.

- **New Business: Filling open position on BRP Board of Directors**

- Patrick Tilcock had served previously as Board Secretary, and has offered his application for appointment to fill the current vacancy for that position.
- Motion to approve appointment was seconded, and passed unanimously. Appointment effective until next board election.

- **Next Board Meeting Scheduled: 8.25.22 at 6:30 PM**

- **Adjourn: 7:40 PM**

Respectfully submitted,

Patrick Tilcock, Scribe

Attachment 1: Development Specialist Report:

KBRP Summary of Survey Results Conducted At Vista Park Bisbee Saturday Market, 1 in June 2022, 2nd in July, 2022.

I conducted surveys with market patrons with the goal of getting a baseline on attitudes and listenership. A total of 36 people completed the survey. 20% were age 66+, 40% were between 56-65, 30% were between 46-55, the remaining 10% were 45 or younger. (None of the respondents were younger than 25). Notably, these data do not necessarily reflect the ages of KBRP listeners so much as it reflects the age distribution of Bisbee Saturday market patrons.)

KEY RESULTS

Most respondents said they were somewhat familiar with KBRP. 8 said they were very familiar and 5 said they were not at all familiar.

--Why are you not a member: Most common responses

It's too hard to stream or listen to on the radio

I don't own a radio

I can't get a KBRP signal

What type of programs would appeal to you most?

About 30% said I like it the way it is.

About 50% said "I'd like to hear more local news/local events/interviews with local people"

About 20% said words to the effect "it doesn't matter because I can't get a signal. "

The biggest take-away is when asked "are you a member of KBRP?" The typical response was I don't know/maybe/I used to be.

Clearly indicating the need for attention to the Membership data base and the need to send out reminder notices to all members---even if it entails a followup phone call to lapsed members.

Respectfully Submitted by Stephanie Peavey
Development Specialist July 2022

Dear Board Members,

Here is what I've accomplished since you hired me in mid-June.

UNDERWRITING

I have re-upped Cochise College as an annual underwriter. They were unaware that their contract had expired,

Contracted with Rob Page for underwriting both the Table and The coffee Company, each for annual underwriting.

Contracted with Bisbee B Active for underwriting, a 3 month "let's see how it goes."

Connected with The Bisbee Breakfast Club who have expressed an interest in returning as an underwriter. I will follow up.

Connected with the Copper queen Hotel who has also expressed interest in underwriting, as they wish to improve their community involvement. I will follow up.

Connected with Panterra Gallery, Marilyse and Chuck who are personal friends have assured me when they return from Maine (where I am also from), they will renew their underwriting. Owners of the Jonquil are interested in meeting with me to discuss underwriting when they return from vacation.

David at Thirsty Lizard is interested in meeting with me to discuss underwriting.

Much of the impediments to securing payments are that owners are out of town on extended vacations.

In each meeting I have assured the business owner that I will give them a monthly listing of when/where/time that their script was read. Accountability is a question that has arisen quite a few times.

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Presence in the community

I put together a float in the July 4th Parade representing KBRP—My volunteers I recruited gave out red/white/blue necklaces, candy and flags around the route. I personally received 16 texts from mostly unknown people stating to the effect how nice it was to see KBRP back out in the community. My favorite text: “KBRP has been sort of a secret for the past couple years. Nobody knew what they were up to. Nice to see you back in the community.”

I secured an interview with the Bisbee Observer which should come out soon. Our interviewer Shay, has promised to send us a copy of her writeup for review before it goes to publication.

I secured our presence at the Bisbee Saturday Market on two occasions. My goal was to conduct consumer surveys, connect with people and build community support. Sandy participated and we did in fact sell quite a few T-shirts each time. Sandy will give details on the revenues from that.

I arranged for us to have a booth at the Blues in Bisbee Festival on Sept. 17.

I initiated the start of a membership campaign in which I tentatively recruited several well reputed and highly regarded bands to volunteer their talents to this effort. I am also working with Rob Page to secure use of the stage at the Coffee Company patio.

My job duties As the Development Specialist Stephanie Peavey

I see my role as the Development Specialist to be primarily as an event and outreach coordinator. In this regard, I understand my duties as follows:

1. Continue to grow the underwriting. I have already spent countless hours calling businesses, and walking up and down Main street, stopping in to businesses, introducing myself as a KBRP representative and re-introducing them to KBRP, all with favorable results.
2. Continue to grow the membership, focusing on connecting with former members who are unsure of their membership status
3. Continue to make a presence in the community through monthly attendance at the Bisbee Saturday Market.
4. Create events, to include a booth at the Blues in Bisbee Festival on Sept. 17
5. Orchestrate a membership drive, to be held on Thursday Sept. 29, 4-8

The school house Inn (an evening stay) –I have gotten this in the past as long as stipulated out of season and we would give them a big shout out at the membership drive)

The Jonquil (an evening stay ===same as above)

The Copper Queen Hotel (an evening stay,===long shot, but maybe if stipulated out of season and as above).

Bisbee massage

B-Active Electric Bike rental and tours

Thirsty Lizard

Other?

7. t-shirt giveaways to the crowd. (i.e. Who is from furthest away?” Who knows when KBRP first went on the air? Who has been listening to KBRP the longest? Who can name one of the KBRP DJs?---fun things like that). In my dream vision, I would like to see everyone in Bisbee walking around wearing a KBRP T-shirt and putting a KBRP magnet on their refrigerator.

Issues to be dealt with: providing food. I’d like us to offer free tacos or something in that regard. I will work with Rob Page on this. I can find food trucks, but I will work with Rob in this regard before proceeding.

Balloons imprinted with KBRP 96.1,	40, yellow, At about \$.75 each	\$30.00
	helium tank rental at about	\$60.00

Preliminary Proposal for B.R.A.T.S

The first step is to determine if there is enough interest among our crew to move forward with designing and building the BRAT mobile. Unbelievably, I actually found plans for building a “traveling” radio for a parade.

Plans to distribute a monthly newsletter featuring a new program/DJ each newsletter

ARPA Grant with respect to FCC Inspection, submitted as follows:

Name of Non-Profit: Bisbee Radio Project, INC. KBRP 96.1 FM

Address 2 Copper Queen Plaza Suite 204

P.O. Box 1501, Bisbee AZ 85603

We verify that we are in good standing with the Arizona Corporation Commission

Please State the Need for Emergency Assistance

In May 2022, KBRP underwent an FCC inspection. This was never done in the nearly 18 year history of the station. We arranged for an independent inspector to conduct a compliance review. He pointed out several problems, but the most pressing issue is our non-compliance with the Emergency Alert System (EAS). This is in violation of the nation wide requirement of FEMA. The EAS is a national public warning system that requires all radio and TV broadcasters, (regardless of size,) cable TV, wireless cable systems, satellite and wireline operators to provide

the President with capability to address the American people within 10 minutes during a national emergency. We have the basic unit but we are not connected to the required two AZ FM stations and to the National Weather Service. KBRP's FCC license will be in jeopardy if we do not update the station's EAS. We are requesting \$3,250 to purchase the necessary equipment and updated software that will bring us up to compliance.

Attachment 2: BRP Board meeting, 07.21.2022

Business Manager Report:

Financial report: Current Bank Balance: \$144,161

Report on FCC Inspection and action taken: One major issue is the need to establish the Emergency Alert System. The needed equipment has been identified and approval for the budget for this improvement is an action item for this meeting.

Sandy is seeking to contract with a radio engineer to consult on ways to increase our area of broadcast reception while maintaining our allowed signal radius. She has obtained a recommendation from the consultant who conducted the FCC review.

Attachment 3: BRP Board meeting, 07.21.2022

Steve Yoder's proposal for Program Committee:

- a.) One member of the PC shall be a member of the Board: Joni Giacomino fulfills this requirement
- b.) One member of the PC shall be the Program Director: Since we don't have a Program Director, I suggest Stephanie be appointed to that position
- c.) Up to 3 positions may be filled by Programmers. Currently we have 6 positions filled by Programmers although Joni fills both a Programmer slot and a Board member slot.
- d.) Up to 2 positions may be filled by others who may or may not be KBRP members: Mark Parsons, a longtime member and listener fills that position. Prior to 2022, Mark's position was as Board representative so, it's reasonable to count his current term as starting on 02/2022.

Based on by-laws and what I know of the committee, here is my recommendation for Board action:

- Maintain Joni's committee membership as both programmer and Board representative (appointment to expire 02/2024)

- Appoint Stephanie Peavey to the committee in the position normally occupied by a Program Director (appointment to expire 08/2024)
- Maintain Mark Parson's committee membership as "other" (appointment to expire 02/2024)
- Maintain Joy Walden's committee membership as programmer (appointment to expire 02/2023)
- Maintain Joe Graca's committee membership as programmer (appointment to expire 02/2023)
- Replace Stephen Yoder as I've been a member for at least 4 years and my membership puts the number of Programmers over the limit.
- Replace Jahfree Lambo as he's also been a member for at least 4 years and also puts the number of programmers over the limit
- Retire James Mahoney from the committee as, although his term would not expire until 02/2023, his meeting attendance has been very poor and he also puts the programmer fraction over the limit.

Filling my position and Jahfree's with non-programmers would bring the committee up to the maximum membership of 7, in the proper proportions and inject a little bit of new blood.

Because of my MEG duties, I would be happy to do as Chris did and continue to attend meetings but not as an actual member. No voting rights, no Chairpersonship. Simply as a scheduling advisor.