

## **KBRP Work Session**

**January 17, 2019**

Minutes

Members in attendance:

Paul Thompkins, Patricia Worth, Kurt Towler, Chuck Alton, Vicente Abril, Jim Mahoney and Joni Giacomino

Jim welcomes everyone to talk about important things. Read the mission of KBRP. Speaking for himself he has strengths and weaknesses and tries to hide them.

Continuation of online meeting. Call meeting to order at 4:50 by Jim Mahoney.

Gives the floor to Patricia. Patricia: we need to deal with the change of banks. Washington Federal continues to lock out Patricia. Ready to change all she needs is the approval. Asking if we can approve this right now.

Motions to change banks from Washington Federal to Western Bank. Propose to move \$17,000 Monday to Western Bank from Washington Federal. Chuck seconds. All vote Aye unanimously.

Patricia: questioning the ownership of Royale. The deed was presented, and Patricia pointed out the first part of deed is not applicable because it lists an entity. Needs information for tax purposes. Place Kurt Towler, director to be placed on the account along with Patricia Worth. The second account will have Becky Reyes, Kurt Towler and Patricia Worth.

All in favor aye, 7 nays 0 passes unanimously.

Move to adjourn 4:58pm

Work Session begins 4:59pm

Paul discussing membership. We have 125 paid members. Created unpaid members 273 list. Need to gather all the info to update lists. Need to create a form letter to thank for membership. Will have all membership information.

Kurt asked why an actual mailing vs. email. Needs to include EIN #. Patricia has a generic letter that she can modify to use. Kurt asked what we will be talking about is a mail merge. Each email will be different with specific info. Is there an excel list with this information? Paul, yes there is and I will move into access data base. Give email address, phone, actual address, how much donated and when. Can be put into an excel spreadsheet anytime. Kurt suggests to put it in google sheet so add ons can be used. Will automatically create it and send it out. Paul needs to hand it off because he has to deal with unpaid. Will work with Nancy.

We have email addresses and some just physical address. Kurt and Paul will work together to create merge. For the unpaid members there will be a link provided to update membership.

Time frame: hoping to have it done by end of next week.

Was paying \$10 bucks for KBRP.com going to cancel. We will still have [KBRP@gmail.com](mailto:KBRP@gmail.com).

Chuck: how will we know if the two lists are accurate? Esh: went through and contacted and was able to take out some. Was able to go through and find all the emails that were sent are listed. Everyone on the list is at least receiving. The 273 are from old lists. The 125 are the people we have documentation of payment. Some have responded. Hoping to contact those that have not paid. Website sends documentation.

Jim: I give money every month. Does not mean I am a member. I'm not identified as a member because of the donation system. Patricia and Esh need to get together to check out the lists.

Chuck: there is a problem with the system. How do members know they are members.

Paul: we will send out verification of membership. Ryan used to send out perks for membership.

Chuck: I quit being a member because I quit getting receipts.

Paul: Ryan screwed up and is in denial.

Kurt: there is a risk if we send an email saying they are not a member when they think they are. Need to make it as friendly as possible. Will submit to board for approval.

Chuck: This is part and parcel to polishing up our community image.

Kurt: how hard is it to be a bar manager?

Paul: I will send the link to get certified.

Patricia: Becky has talked about getting certified but hasn't yet.

Paul: will continue to do it as long as possible. Bar manager cannot drink and only one that can comp.

Vicente: how many need to be certified? Joni: I think all board members should be.

Jim: Paul and Becky both should be bar managers.

Patricia: and the Board? Jim: Yes

Paul: Becky inquired about liquor supply. She is getting a better list.

Joni: When I worked at Elmo's we got ours from Tucson.

Jim: we may be able to request where we get liquor.

Patricia: our insurance company wants to meet with us sometime this month preferably the last week of January. They are carriers of board and liquor. To discuss #1 questions on bar liability. We have poor liability.

Kurt: met with Bridget to start email marketing campaign. Get people in habit of clicking to see what events are there. Talking about members and non. Mail chimp has an unsubscribe button if people want to opt out.

Paul: concerned members will be overwhelmed with email.

Chuck: Need to have a governor on the account.

Kurt: a weekly email that announces what's coming. A trickle campaign. You aren't killing them with an everyday. Event bright.

Chuck: is there a control as to how many you get

Paul: how much will it cost?

Kurt: up to 2000 emails are free. If you pay by square your email is stored. You want to send targeted emails to keep them coming.

Paul: don't want people to get a hold of email list and if they can unsubscribe that is good.

Kurt: print media, word of mouth, electronic marketing and radio.

Kurt: One more item. A write-up on square.

Jim: before we start I want to address POS. Becky has met with everyone. This is the follow up

Kurt: yes. At that moment Becky had not met with Brandon. Met with him expensive, met with others expensive. Sloan business is signing op payment processing. Sloan said square the best because there is no subscription. POS is buy hardware here buy some there and interlink. Square is a Silicon v

Valley company. Vertically integrated. It is an apt that goes into a payment process. Cloud based. One set rate don't do a subscription. Now a full inventory system now. These devices that they sell are bring your own device. If you have chip you need special equipment. If I have two devices to manage it works. The stand is an all in one with stripe reader. Can do gift cards a little more integrated but it costs money. Have to have your own iPad.

Patricia: we have iPads.

Pau: depends on age. If we have to come up with money we can.

Kurt: the terminal is an all in one device with a thermal

Takes apple pay or tap and pay, because brand new \$99. Very portable gives access to inventory and keeps track. Only thing is square is no dummy, No monthly subscription fee. Square stand is pricey additional hardware of \$200 plus the stand. Tickets at door can be transaction, bar, etc. All wireless. Stand will run off of iPad battery. They can run all day. Slick but if we get 4 go with small terminal.

Paul: processing credit they want to make \$300 dollar. If we get 4 we will have to come up with \$1200.

Kurt: some combo would work well.

Joni: does it work with debit.

Kurt: has to have swipe.

Jim: we do need swipe ability.

Kurt: If there is a \$400 payment and money up front. The fees will change.

Chuck: this is raw data. You haven't done an analysis.

Kurt: depends on what we need. We have events that have to run 4 stations.

Jim: The quickest for the bar. I like the stand. Easy to see. More manipulative. Front door would be awkward.

Kurt: could get smaller device.

Patricia: I used his phone at the front door. Small was convenient.

Jim: does the reader talk to inventory too?

Kurt: the app talks to everything. Will work with older iPad. Reader and swiper would work well for front door.

Patricia: if we are using event bright why use these.

Kurt: if we use cash it goes into account.

Patricia: can they interface.

Kurt: no. you pay the full amount today you have 6 months to use that amount. For that cost 2 stands are a better deal. Finance and pay over time is a better deal. Cost: \$399

Kurt will finalize costs.

Jim will make it an email vote.

Patricia; can we get it by the 25

call back to order

Kurt proposed we buy POS system from square. Patricia seconds. Jim: discussion about numbers?

Kurt as low as possible. Discussion to keep prices as low as possible.

Paul: can we connect to new bank account.

Jim: ask them to fed ex.

Kurt: we will do a 12 month deal. Plug in get it on wifi, etc.

Jim: proposal to purchase POS square system. Yay Kurt. Kurt will convert people to dollars.

Jim: all in favor aye 7 nay 0 motion passes unanimously

Jim: Need to post the position description and request applications based on by-laws. We can only hire a station director. Contract for intern needs to be signed.

Patricia: we need to talk about the contract.

Jim: we hired him.

Patricia: we need to discuss it still

Jim: applicants need to understand Mitch does not want to be the station director, Station director is the only one who can hire deputy director. Mitch will mentor until they are ready, then he will resign allowing deputy director to step up. New station director can offer him the deputy director job.

Kurt: why not advertise for full position?

Paul: we have to train, and Mitch will be intern until the deputy director is ready. We have to decide if we will hire full time or contract.

Kurt: I like the method but what is difficulty advertising.

Jim: Mitch does not feel it is appropriate to train at lesser pay and authority.

Patricia: I would like to talk about finances. \$14444 dollars. We are down to \$20,000 now. We paid him overtime. Previous contract said board approval for overtime.

Paul: we have to be tough and enforce.

Patricia: \$1500+ Becky gets \$800, Mitch gets \$1960 a month. In three months \$1343.13 will be paid out. We will be very low in money. Who's duty to do grants and fundraising.

Paul: if director is overwhelmed he needs to come to board and ask for help

Patricia: how are we a program of desire when we have no money. How do we justify job with so little bank?

Jim: we let them know how long the interim will last and dependent on money. We have to be tight. We have income.

Patricia: we are not sustainable.

Jim: we have income

Patricia: we get \$500 right now sustainable.

Jim: is that Goar park or events

Paul: can I make a point. We need to find a grant writer. They can get money to write grants. We may need to get a loan don't want to do that. Have to be up front when we hire. We need you to help us make money (director).

Jim: there are grants for low power FM.

Chuck: there are grant cycles. There are 4 or 5 people that have suggested they would like to help. Be it 3 or 6 months. We are stuck between rock and hard place because we do not know grant cycles. We need cash now. We are talking about hiring and we do not know how long we can hire.

Kurt: the more you spend the faster it goes.

Paul: cant go back to Steve because he had a stroke. There are others in the community to help us. Low interest loan. We have to do the best we can. There are people out there that want to help us.

Joni: campaign?

Patricia: we only made \$1000 poorly managed.

Jim: I hear hit up wealthy Bisbonians and contacts, getting a loan on the building.

Paul: use the building as collateral.

Jim: cleaner with bank.

Kurt: can we get 12 months operating capital. Guarantee is the building. Can we still make the money to cover and pay out the bill.

Jim: many grants do not allow for the pay of grant writer.

Patricia: so what is Mitch's responsibility in fundraising.

Chuck: he indicated 4 or 5 people that can help. He indicated he is overwhelmed with this job. I suggest we look into raising \$50,000 or \$60,000 dollars to ease the pressure.

Jim: we need the buffer.

Kurt: its tough and we are looking at 3 months.

Paul: director has grant writing offer extra.

Chuck: who wouldn't put up the money for this building as collateral.

Jim: so tomorrow when we go to the bank ask about a loan.

Paul: a line of credi.

Joni: good idea.

Chuck: a line of credit and you use as you need.

Kurt: they are eager to help.

Chuck: go to bank and give them the plan and what the collateral is.

Paul: they will want the business plan. What do they want to see.

Jim: we have some information we can cut and paste. We have a strategic plan.

Chuck: biggest thing we have going for us is collateral. We don't want to lose for any amount

Kurt: we will put a lean on the building not lose the whole thing.

Paul: considering where we have come from we can still do better.

Jim: it is a win win if they save us great advertising. Free underwriting.

Jim: here is Mitch's contract from the 3<sup>rd</sup>.

Chuck: I would like to suggest that we see if the money is available before we advertise for station manager. Table hiring until we find out about money.

Patricia: we can talk about it at first meeting.

Paul: advertising doesn't mean we have to hire.

Patricia: it is already out there advertising \$22-29 dollars per hour. Are we are advertising \$18 for part time?

Paul: we need to advertise for 30 days anyway.

Jim: I will be there tomorrow to get answers.

Chuck: I'll be there?

Jim: me, Patricia, Kurt and Chuck.

Paul: Post this contract. Interim.

Chuck: what will we do about incorrect advertisement?

Jim: we will take care of that as soon as possible.

Chuck: we need to get it buried.

Kurt: could be an echo something from the past.

Adjourn: 6:39pm