

## Royal meeting minutes

January 6<sup>th</sup>, 2019

Members in attendance:

Joni Giacomino

Becky Reyes

Esh

Paul Tompkins

Chuck Alton

Mitch Druckman

Patricia Worth

Kurt Towler

Jim Mahoney

Vicente Abril

Meeting start: 12:15pm

Introductions of members to Kathy Rivers

- Discussion: Bringing the members of the community abreast of the changes, challenges and accomplishments that have occurred.
- IRS tax penalty pay off \$52,642. Received \$750 return.
- Thank you to Sue Logan 501©3 lawyer
- Eve Borenstein –helped redraft letter that exonerates KBRP instead of Ryan.
- Compliance with City business license, building inspection, fire inspection and health inspections. Fire extinguishers, emergency lights up to date and now legal with the City.
- Mitch swapped out emergency beacon before FCC detection.
- EAS equipment should request FCC inspections every 4 years to make sure compliant. This is a protection and keeps us off radar. Completed by retired FCC agents. Will provide information for corrections. Give us good point with FCC. Will remove us from the FCC audit list. Kathy is getting information together and sending information to KBRP.
- We are now taking over our own liquor license. No more broker or charge. License up to date through 6/30/19. Jim Mahoney now in charge of license. Cost of license \$500. Will list the liquor license under financial assets from now on.

- Blue Mule will be changed to Blue Mon Café with full liquor and 60/40 restaurant.
- Regular Wednesday night movies are happening. This helps keep the public aware that KBRP is still alive.
- Discussed Rialto –Royal collaboration. Compliance (touring) can't be overbooked. May be able to schedule some acts from Rialto as they pass through. Becky will meet with the Rialto to discuss collaboration.
- Current financial obligations and opportunities. Budget could run out by April. Last campaign (on air) was October and made maybe \$3000. Made \$10,000 in the spring. Kathy suggested we go to Greaterpublic.org which is a tool for all nonprofit radio. Standard on air campaigns are run 3 times a year. Rialto does 10 day campaigns. Spring is the strongest campaign time. This year December was the strongest for the Rialto. March, September and December are generally the times to run campaigns. Need to remind tax deductible. Send out mailings ahead of time. Jim M. asked if 3 campaigns would possibly burn out our community. Kurt asked how the Rialto address campaigns and take on monthly occurring signups. Can we convert monthly donations to reoccurring donations. Kathy stated when you give monthly donation we could budget, if it is a onetime thing that's great but cannot count on in budget. Question was asked as to what software the Rialto uses. CRM, e-Tapestry-Black Band (Razor Edge) is cheaper. We need to obtain affordable software. CRM- software management. Need to encourage monthly over time versus one time donation. Knowing your name is in the line supporting the budget is important. Credit card deadlines 2021 will continue until request to stop, expire and will notify of upcoming expiration. Need to make sure and call. Jim asked what card reader system they use. Cathy did not know but will check. Remind public that coming in and getting a drink, you get something and it supports us. The giving to give is what makes the radio free. Jim agreed. Makes sense to remind more often. Becky asked if Royal supports radio. Goal is to have each support themselves. Kathy commented that both are two very unique entities. Radio existed and Royal was private owned then given. Finance issues were brought up and Royal proceeds should not go to radio but all under umbrella. Jim stated KBRP radio, Royal/Blue Moon Coffee house.
- Discussed Taylor resigning due to family emergency. Mitch stepped into interim station manager. Last meeting we discussed advertising for 30 days for a program director that lives close to or in Bisbee. Needs to be close to physical plant. Link to KXZI. Kathy stated that she will put it on their website and advertise. Patricia asked where else we should advertise. Kathy suggested Corporation Public Broadcast Advertising.
- Patricia inquired about underwriting system. Cathy said they have a director Leah Ray who gets 20% commission plus stipend/part time salary, every 2 weeks \$600 or \$1200 per month. Could pay less to handle traffic. It's a job you can do from home. Chuck A. asked about rate structure. Cathy replied \$20 for profit and \$15 for nonprofit. Patricia asked if one read is a spot and Kathy said one 30 second read not monthly or per year. Patricia asked how many spots do businesses sign up for and Kathy said it depends on business. An example was Hotel Congress who bases their spots on shows. Chuck asked relative to spots is there extra charges for specific times. Kathy responded \$5.00 specific

location fees. Theirs went from 2014 \$40,000 to last year \$190,000. You may want to go low. Patricia responded \$500 per year, \$270 per 6 months needs to be revised. Chuck commented that the way the system works here the underwriters were on a list that rotates and never really knew when their spot would run. Kathy recommended to pinpoint high season and offer special rates and offer special discounts. Have businesses offer discounts if they say they heard about it on the radio. Jim stated discount based on endorsement. Kurt asked if they were pre-recorded. Kathy responded live reads. Kathy also discussed mini programs that are a huge community connection. 4minutes long 5X a week. Biking is an example. Esch asked about audible programs. Kathy said no but feature an artist or author. Sun sounds in Tucson reads books and newspapers for the blind. Chuck responded that underwriter could serve as sales person that designs packages. Kathy said that can be a sticky slope. Create show – nonprofit spotlight. Be very mindful of types of nonprofits. Mitch asked about call in shows. Kathy mentions the one show called Thesis Thursday where grad students come to station for 4 minute program. Mitch replied he thought he was misunderstood and meant call in moderated. Kathy stated that is too scary. They do have a delay and asked if we do. Everyone replied NO. Kathy said she would bring an engineer to get us one. It's easy. A 9 second delay, red button for the "F" bomb will remove the word and slow down the loop.

- Jim asked about remote ability. Kathy said they had it but did not use it and did not know why it wasn't used. Don't really know the value because you can record on your phone and send it to the station and they will insert. Jim stated there are so many things going on in Bisbee he wished we could hear what's going on. Kathy stated the value of presence and tabling and asked if there was a visitor center here. Kurt replied it was in flux right now. Kathy stated we needed to get the City and visitor center to realize the value of the station. When she travels she checks out stations for information. Nee to get City to embrace the station. Jim, Becky and Ech have been discussing live broadcasts and or live performances. Ech suggested open mic and performances. Best bits in one hour show on Sunday nights like Ed Sullivan or Grand Ole Opry showcasing. Have a variety show at the Royal. Brings in the Blue Moon too. Kathy supports local musicians and getting their support back. Locals only program also supports the local musicians. Ech said he wanted to do this at the coffee house. Becky stated she wanted to mentor also. She has been a full time musician for the last 15 years and wants to mentor on how to produce CD's, books, etc.
- Kathy stated we would be able to write grants. Jim just thought having shorter spots throughout week larger on Sunday. Something every day. Last year has to do with this year 2017. Ryan and Bernardo Gonzales got \$20,000 with consulate in Mexico to provide programming and live presentation at the theater. We did not know about the thing with the consulate until they asked about the money. Patricia and I met with Alexis and found we are on the hook to provide whatever was agreed on in the MOU. We are still waiting for a copy and the change of government is holding it up. Paul commented we have great contacts on Mexico side and could get people to talk about border issues. Jim stated that KXCI hits this about every day. Kathy stated that once you define responsibility pre-recording is suggested as well as bilingual. Use the resources to help promote and he

consulate can put it on their website. Kurt asked if we got an obligation and Patricia stated we are to teach community how to do practical life skills as well as radio, presentation and classes. Paul stated that the center trains people on life skills. We have Vicente from radio center helping Agua Prieta nuns and helping on both sides. Kathy stated when you focus as a FM station. After programs have them refer to the website for links. Links make you the community connection. Jim stated he wanted \$20,000, \$30,000 or \$40,000 more from them. Kurt we could wrap it into a series of practical not political. Kathy said for more information go here or go there. Esh said to be more factual and a friendly entity. Paul said to show things like Rotary donations video link. Jim suggested cultural awareness like what Day of the Dead really is. Kathy said All Souls is more meaningful with discussions on music. Becky stated she was born in AP and has a vested interest. Great to get together with them for cultural connection. They know my name because of professions. Really want to do right by them. Kathy said this sounds good and the more community connections the better.

- Patricia suggested more women oriented. Cathy said broad prospective – by women about women for all talk most but music. Women artists, writers and musicians. Patricia asked if there were any others. Kathy replied not specifically. Patricia asked if they can interview council members individually. Cathy replied if you provide time for one group you have to make time for others, ie democrats/republicans. Esh asked if we had to offer and Cathy said no, just make it available. Joni asked nonpartisan doesn't matter. Cathy said yes, more information should go to website. What you do on FM is different from website. Mahoney asked if Cathy has seen the website and what her thoughts were. Want more than what we have and more sexy. Cathy said cross promoting was a great idea. Patricia stated newsletter was on the website. Cathy asked bi-monthly? The website looks great on her phone. Mahoney, Mitch and staff stated finally able to upload archives. Found Radio Free America on your website. Kurt replied we appreciate all your hard work. Patricia said grant needs to be submitted. CPB the big grant. Cathy said due in February and has extensions. CPB second write letter to extend to spring. Mahoney asked how much. Cathy said operating budget and population served if never gotten before need to get Bisbee on there. 2017 first year LPFM. Once you apply you are grandfathered in. May apply every year. We received \$100,00 a year \$30,000 restricted. Air democracy. Restricted can pay someone to do show. National Programming and acquisition. We use restricted money to make our program available to other stations. The restricted became a salary. I will be out of town one week in January. You need to apply for CPB. I think you will get it. Mahoney stated he thought Ryan did it. I think it is on the list.
- Chuck asked to talk about the number of commercials. Cathy said the population of Bisbee, range and how many listen online. Other way is too expensive. Greater public resource for all non-commercial station.
- Paul asked about repeater. Cathy said they raised \$750,000 to put up a booster but put up auxiliary instead. Manager put in the wrong equipment so he was removed. Looking to move site. Paul asked what their power was. Cathy replied full power, don't run at full. Mahoney asked if repeater was on full power. Cathy said repeater on full power is goal.

What happened to student station? Patricia stated she just listened. It's in Ryan's name. Cathy replied dammit. Mahoney stated he used our money. Kurt asked who has control. Mahoney stated not us. Cathy asked where Ryan was. Patricia replied all over. Cathy asked how do you appeal to Ryan's ego. What if KBRP started broadcast student. Paul stated in employment wanted copy of full archive we could ask. Cathy ask what his MO was. Mitch stated his original idea was to provide extended range because we couldn't buy it ourselves. He would set up as a repeater. Found out after fired it was in his name, different board. Cathy asked now what? Mahoney said best to move to ignore him and requests. All agreed. Paul said Ryan burned many bridges and has caused many problems. Becky has done a great job reconnecting with the community. Cathy replied good to hear. Just don't understand what he's up to. Will be interesting to see what goes on in the future.

- Chuck wondered if it's the type power from just laying antenna out. Cathy asked if it goes to Warren? Mahoney et al Palominas, San Jose, Warren. New station director can look into full power. Old power didn't want to gin in. Now we need. Patricia suggested Freeport. Esh stated benefit of full power? Cathy said more listeners more money. Capital campaign button up tighten up. Program rock solid community support later talk to FCC about full power. Grant is #1 for 2019. Once everything is in order and solid then go to next level. Paul stated thank you so much. Kurt replied, we appreciate you. Esh said it is very important for connection to Rialto. People from Rialto to Bisbee and Bisbee to Rialto. Becky said she needs to learn how to negotiate from a venue. Young musicians are killing me. They want so much money. Cathy said it requires scotch.
- Becky stated the theater seats 200. 235 standing room only. Too much. Cathy said Chris came with me need to come back again. Hanna Levin came down New Years. How do we create this? What did you have? Becky replied Dylan Charles and Melissa Reeves. Odd is wonderful Janis Joplen meets god again on the 25<sup>th</sup>. Totally understand draw. Want 50 mile radius. After that Tucson, LA Las Vegas. Have some in community, Michael Page will be at our disposal. Will help recruit big groups. Excited. Royale up and running. Take up on help. Cathy replied good, great.
- Mahoney ask if there were any questions. Esh asked Cathy if she had any questions. Cathy said mainly transmitter. Want to look into CPB grant and dumb button. Also FCC inspection. Come down in February. Esh said we will have good scotch.
- Mahoney stated we need to get slack up and running again. Kurt said it would be better. Cathy said trial and work with it. Mahoney said we can tell you now. Kurt said Jim will get a list. Esh said thank you for your information it is so valuable. Cathy said if we think of any questions let her know. I need names and emails. So impressed, it was scary a year ago. Everyone said THANK YOU!
- Kurt said email list please now. Patricia said she started underwriters. Paul replied list is on website. Need mailing address.
- Email list: [jonigiacomino@gmail.com](mailto:jonigiacomino@gmail.com), Paul [Tompkins/riovista.Paul@gmail.com](mailto:Tompkins/riovista.Paul@gmail.com), [Esh/callmeeshmail@yahoo.com](mailto:Esh/callmeeshmail@yahoo.com), [Kurt/kurtowler@me.com](mailto:Kurt/kurtowler@me.com), [James/electicelt@gmail.com](mailto:James/electicelt@gmail.com), [Vicente/vicentemilwatts@hotmail.com](mailto:Vicente/vicentemilwatts@hotmail.com), Becky/[acousticbeckyreyes@gmail.com](mailto:acousticbeckyreyes@gmail.com) & [bisbeeroyaleevents@gmail.com](mailto:bisbeeroyaleevents@gmail.com), Chuck/

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- Paul asked about wireless password. Don't change anything we need it. Kurt said we can modify google account. Paul said he would check with Nancy P. Mitch said you can go direct to drive. Kurt said anything shared you have access to. Questions about email. Sign says Bisbeeroyale.com. Patricia said that's Sloan's directed to facebook. Becky said it should be directed to website. KBRP.com. Kurt said end of sub page. Mahoney said it was something Bridget can do right now. Becky said you don't want me doing unless template. Mahoney said Bridget is on retainer. Mitch said Bridget straightened out homepage. Kurt said he has used male chimp, web pages etc. Would be glad to dive in. Becky asked about web chimp- have numbers who opens. Kurt said web chimp is good, forms you can fill out treat it as asset. Billboard to world.
- Esh said he is a graphic artist and can help. Kurt said Bridget uses Wix. Content changing is easy. Becky said we need to have proper widgets to provide info. Calendar, KBRP, campaigns, etc. I loathe Facebook. So necessary to have. Made list of pages 50 miles of Royale. We'll see posts. How list of groups. Kurt said list of group from Sierra Vista. I'll get it for you. Mahoney said make sure and work with Bridget. Mitch said the Royale or KBRP. Kurt said it is all one environment. Mitch said too many fingers in the pot is chaos. Kurt said no one types in web site. Look for icons, emails, links, etc. Those tied into the Royale. They will go there.
- Mitch said Royale events on KBRP website. Not sure what schedule is up. Mahoney said we need to get February and March up. Becky said she had Royale events up. Mitch said you need at least a month ahead. Becky said movies are only listed on website. We need other events entered. I'm contacting Rotary, VA auxiliary Club-1968 needs to be here. Protesters need to be here. Mahoney said through April. Becky said embed google calendar to see whole layout. Esh said we can use TV's also to show events continually. Mahoney said let's wrap it up! Patricia said is it pizza night? Joni asked if we were adjourning. Mahoney said yes.
- Adjourn: 2:07 pm.