

**Friends of Yellowstone Public Radio  
Board Meeting  
KEMC Studios, Billings, MT 59101  
March 29<sup>th</sup>, 2019**

Board Members in attendance: Amber Sundsted Parish  
Susan Foster  
Malcolm Goodrich  
Kathleen Healy  
Paul McKean  
Mary McNally  
Anita Pagliaro  
Barbara Sample  
Curt Starr  
Melissa Boehm  
Ashley Warren  
Kurt Wilson  
Scott Mitchell  
Barb Schafer  
Doxey Hatch  
Jamie Brindle  
Melissa Boehm  
Kathleen Healy  
David Craig  
Join by phone: Joann Eder  
Barb Schaffer  
Absent: Marilynn Miller  
Chuck Hingle  
Guest: MSU Chancellor Dr. Dan Edelman

The Board meeting to order at 5:03 pm. Amber reminded the Board about the social at Bistecca following the meeting.

**Minutes**

Upon motion and seconded, it was unanimously,

**RESOLVED**, that the Board approves the January 29<sup>th</sup>, 2019 meeting minutes.

## **University Update**

MSU Chancellor Dr. Dan Edelman was asked to present first and give an update on the University. Dr. Edelman thanked Kurt and his team. He stated that he was proud of Spring enrollment numbers.

Program updates:

- Launched Explore Montana award. This scholarship award is for non-resident freshman and transfer students pursuing their first undergraduate degree at MSU Billings beginning in the 2019-2020 academic year. Award amounts will vary from \$500 to \$10,000 per year and will be renewable. The Montana students won't subsidized out of state.
- Numbers for fall are up
- Started women's triathlon which will eliminate some of the Title 9 issues.
- Expanded athletics, now have 53 students athletes. Hired some coaches, reorganized campus.
- Received \$2 million grant for retention & strategy.
- Accreditation was approved
- New Vision, mission, approved March Board of Regents
- Secured funding for Allied Health Applied Science building.
- Active Veterans Success Center.
- Native American Success Center at City College.
- Built University Council to solve problems and communicate with students .
- Stood up to hate groups. The Chancellor's dog was poisoned but is healthy now.
- Worked on building relationships in the community—standing room events Helena, Butte, and Phoenix.
- Active shooter activity worked with community agencies
- Three sitting governors visited campus in October
- Busy time on campus--good time to be a yellow jacket.
- Enjoy working with Kurt and staff, think they are doing a great job.
- Question: why the recent elimination of courses.
  - Strategic program alignment with MSU-Bozeman.
    - Phase 1: what's easy to get rid of. No staffing issues.
    - Phase 2: May need to eliminate some positions
    - Phase 3: Create new programs to meet needs in the area. Issues with people moving out of state, Montana will need 50,000 workers in 10 years. Need programs to keep them here and will get jobs.
- Offering discounts to international and out of state students.

## **Committee Reports**

### **Nominating Committee**

Paul McKean updated the Board and said that the Nominating Committee has not met, but they are working on officers for the next year and will have a slate to vote on for the July Board meeting.

There are two new people who are eligible to be voting members: Curt Starr, and Ashley Warren.

Upon motion and seconded, it was unanimously,

**RESOLVED**, that the Board accepts the two new voting members, Curt Starr and Ashley Warren.

The Board discussed that there is no limit to voting members board in the Bylaws. Only one person is dropping off the board, Paul McKean.

### **Finance, Investment & Audit Committee**

The Finance committee reported that there is over \$1 million in the endowment account, \$340,478 in the directed account. The First Interstate DDA account has over \$187,600 and over \$229,000 in Saving.

US Bank suggested reviewing the board investment strategy since it is 3 or 4 years old. They will look at the Investment Policy Statement (IPS) and re-assess the percentages of bonds, fixed, equities, etc. Currently there is no internal direction within each fund, and there is no direction for foreign, US, small cap, or large cap funds. US Bank will present options for the next meeting, if not earlier. The next committee meeting will be on April 23rd. A YPR Board member will share the Boys & Girls Clubs' IPS to use as a guide.

### **Station Planning Committee**

Chuck Hingle was not present at this meeting. The Board discussed that the Station Planning Committee is not standing committee, and that it is a special committee designed to discuss compensation and station structure. The strategic planning materials were not kept. Kurt would like to do a new strategic plan in the next six months. Amber will talk to Chuck about this.

### **Development Committee**

Jill Hirschi has accepted a new position and she had a great last drive. It was a fantastic pre-drive and was the shortest drive they have ever had. They had \$50,000 before the drive. The goal was \$230,000 and they raised \$260,000. They had 1,694 pledges. They have 229 new

members, for a total of 4,629 members. YPR currently has a total of 1,321 sustainers. Kurt would like it to be 50% (some stations are at 70%).

The September drive is coming up and there is no development director. The drive is typically the 3<sup>rd</sup> week of Sept, however they might move to Oct. for new Development Director.

Laura Voight is also gone, so they will be hiring a full-time membership director and a Director of Major Gifts.

Jill Hirschi had chaired the Development Committee. Barbara Sample as former chair will chair in her absence. They will meet when the new person has been hired.

Chancellor Eldeman excused himself at 5:25 pm

### **Station Update**

Jim recently returned from a tech convention in Las Vegas. YPR needs \$50,000 to upgrade to a new system. They are using a ten year old system that is obsolete and can no longer buy receivers for. It would cost around \$90,000- \$100,000 to replace completely.

If YPR updates the system, they will be able to target local underwriting, Bozeman separate from Billings, ability to broadcast and sell more paid. NPR would like to partner with YPR and give them HD delivery for free for the first year. This new system is called the Hub, and NPR is launching it. YPR would be the guinea pig for the first one. They would let them pay half next this fiscal year, the rest would be paid the year following. Kurt thought that he might not have to use board directed fund this year. July and August would be the target dates to install.

Kurt Wilson shared that they have been awarded a reporter for America Fellow. They start June 1<sup>st</sup>. Olivia will train in Houston with other Reporters for America fellows. There are only six in the nation. He shared that most of the fellows are in print and TV. Kurt said that they have \$5,000 from an individual donor and grants for the other half.

Kurt is still searching for a Morning Edition reporter and will hire in the next few days. By June, YPR will have six news people.

There will be a new Grateful Dead program with Mark Parker. There will be two different shows, and will air in a few weeks.

There is a new weather service that they will introduce tomorrow. They will be able to have two zones, North and South listening area. The broadcast will be 45 seconds to 1 minute combined

weather. It will be updated everyday and on weekends. Kurt mentioned that it is a bit too much like commercial radio and needs to be more conversational for YPR listeners.

Kurt said that they will have a few internships, one is interested from the communications department and will start in the fall. They would also like to have music department interns as well. There has also been a partnership with the business marketing class, they surveyed over 600 people by random over the phone. The questions included: How do you listen, why do you listen, would you recommend, do you have a positive view, do you think it is good reporting?

Kurt will send an electronic copy of the results out to the Board.

**New Business**

None

**Old Business**

None

**Meeting calendar**

Barbara will lead July 30<sup>th</sup> and Oct. 29<sup>th</sup> board meetings since Amber will not be able to attend.

**Executive Session**

Executive session was called.

Meeting adjourned at 6:10 pm.