

Minutes for the special National Finance Committee meeting March 29, 2016.

Meeting convened at 8:34 PM (ET) a quorum being present, the Chair and Secretary being present.

Attending: Sam Agarwal (CFO), Fred Blair, Adriana Casenave, Joseph Davis, Brian Edwards-Tiekert (Chair), R. Paul Martin (Secretary), Tony Norman, Michael Novick, Cerene Roberts, Michael Washington, Barbara Whipperman, also attending were KPFA General Manager Quincy McCoy and KPFA Business Manager Maria Negret.

Agenda:

Roll Call (5 minutes)

Agenda Review and Approval (5 minutes)

Getting the CFO on the mailing list (5 minutes)

State of KPFA

Report by KPFA General Manager and Business Manager (10 minutes)

Questions (20 minutes)

Discussion and Action (20 minutes)

Adjourn 9:30 PM (ET)-----

Motion: (Michael Novick) “To approve the agenda.” (Passed without objection as amended.)

Amendment: (R. Paul Martin) “To add, ‘Getting the CFO on the mailing list’ 5 minutes.” (Passed without objection)

The committee discussed the amendment.

Getting the CFO on the mailing list 8:38 PM (ET)

Motion: (R. Paul Martin) “That the CFO be added to the mailing list.” (Passed without objection)

The committee discussed the motion.

State of KPFA 8:43 PM (ET)

The KPFA Business Manager said that the station’s expenses were below budget by about \$98,000. She said that revenue was about \$242,000 below budget as well. She said that not having a Development Director made it difficult to budget and forecast for Major Donors. She said that

because KPFA has not gotten any donations from Major Donors for the first five months of FY16 that they have taken the Major Donors revenue out of their budget. She said that fulfillment rates were lower than expected, and that they had averaged from 84% to 89.6% for 2013, and about 85% for 2014. She said that the KPFA Holiday on-air fund raiser had a fulfillment rate of about 80% by the end of February.

The KPFA General Manager said that the fulfillment rate for the Holiday on-air fund raiser was about 83% and the Winter on-air fund raiser is showing about a 63% fulfillment rate so far. He discussed on-air fund raisers and said that shorter on-air fund raisers work best. He said that the goal for KPFA's Winter on-air fund raiser was \$610,000 and that their final tally was about \$638,000. He said that the Holiday on-air fund raiser came in about \$20,000 above goal, its fulfillment rate was 81% and that premiums fulfillment was complete by mid-February. He said that the lack of up to date audits for Pacifica was an impediment to KPFA's getting grants because most grantors want to see the latest audit. They have gone after grants from family foundations that don't require the latest audit information. He said that the KPFA Web site is good but needs to change its data system so that KPFA can have a store that's available full time to make premiums available to visitors. He said that they've found that 22% to 23% of the people pledging during on-air fund raisers are new members. He said that the station had faced an unbudgeted expense in their recent emergency with their main antenna and they needed \$10,000 to repair it and between on-air pitching and appeals on the Web site they raised \$25,000 in four days for it.

The committee discussed the report. The Chair said that a lot of the revenue shortfall is a timing issue because of the way the budget template is made. He said that KPFA had revenue of about \$160,000 better than budgeted for March and that this mediates a lot of the revenue shortfall. The CFO said that Pacifica needs a national Development Director or grant writer. There was a discussion of how to keep costs low. The KPFA Business Manager said that the station was under staffed, they have no Receptionist, she said they need to review their phone lines to see which are essential and which can be let go. The KPFA General Manager said that appointment listening is almost gone and the stations need to appeal to people who want on-demand listening. He also said that underwriting is not a good idea, but maybe some underwriting could be done on the web site. There was a discussion on monetizing on-demand listening. It was noted that the committee would be better able to go over KPFA's finances if actual spreadsheets were sent to the committee instead of the Portable Document Format (.PDF) files that were sent to the committee minutes before the meeting began. The KPFA Business Manager said that they are calculating fulfillment rates per calendar year, and that the budgeted fulfillment rate for FY16 was 89%. She said she'd send spreadsheets to the Chair for distribution to the committee. In the course of the discussion it was established that the consolidated financial statement through the end of February had not been sent to the NFC; the Chair said he would send it out.

Motion: (Brian Edwards-Tiekert) "To extend the time for the meeting by 20 minutes." (Passed 9 for, 2 against) 9:34 PM (ET)

The committee continued to discuss KPFA's finances. There was a discussion of what data the station

can get from its Web site about visitors.

Motion: (Joseph Davis) “That the NFC requests the financial data in spreadsheet form and at least two business days in advance of the for-station review meetings from reporting stations.”

The committee discussed the motion.

Amendment: (Adriana Casenave) “To add ‘That we continue this discussion on KPFA at the next NFC meeting.’” (passed 5 for, 2 against, 4 abstentions)

The committee discussed the amendment.

Motion as amended: “That the NFC requests the financial data in spreadsheet form and at least two business days in advance of the for-station review meetings from reporting stations. That we continue this discussion on KPFA at the next NFC meeting.” (Passed without objection)

Adjourned 9:51 PM (ET)

Submitted by R. Paul Martin, Secretary.