

Meeting comes to order at 1:09pm

Mahoney read mission statement

Call to public

Maldonado: Introduction. Got Foundation grant to pay for \$500 per month rent. Could go to \$600. Maybe get grants to offset utilities. We are served 12000-13000 meals. Does not want to be full time kitchen manager. Kurt: average meals a day? Maldonado: we inherited the St Johns brown bag lunches we prepare 11-12. Tuesday 60-70 portions. 9-12 preparing usually out by 2pm Wednesday out by 2. Thursday nothing Friday a hot meal 70 meals. Kurt 70 meals M-F Maldonado: we don't always give out that many. Paul: what is price per plate. Maldonado: got big operating grant for utilities. Applied for 5 grants in last 6 months. Mahon: do you know when it opens up? Maldonado: no Im not sure. Becky came in to observe and see cost. Mahoney: we need to schedule a meeting with gore park and board. Maldonado: we had a meeting but everyone wasn't there. Patricia: can we schedule a meeting? Maldonado: we have insurance for the year. Mahoney: lets schedule a work session. When is a good day for you and Jan Mahoney: wed or Tues afternoon. This week is full. Paul: what about the week after? Maldonado: next week would be good. Chuck: purpose of meeting? Mahoney: review MOU and other stuff. Kurt: what time. Mahoney: Thursday is my day off. Paul: what about Tuesday. Mitch: program meeting. Maldonado: what about Tuesday morning. Kurt: board has to work. What about the 5:00 on the 27<sup>th</sup>.

Mahoney: more call to public.

Nancy Potenza said she was glad to see gore park stay here. Mark Parsons: glad they are here and they help kbrp.

Maldonado: we super appreciate it.

Mahoney: selection of treasurer. Paul: I nominate kurt. Vicente: second. Patricia: I think its an excellent choice. Chuck: what does kurt think. Kurt: I am willing to do this and we had a spirited discussion. I am willing to contribute to the global good of the organization. There will be process changes to encourage good records and help make things flow faster. Information needs to be more readily available. Chuck: you know what it means to be the treasurer as far as processing information and getting it to the board. Kurt: yes and ther are challenges that come with this getting name changes etc. we want to make this go well. Ther is a lot of work. Eyes wide open. Becky: thank you patricia, for everything you did beyond your job to get everything going. I would not be here or the royal.

Mahoney: all in favor say aye. Vicente Abril-Vice President, Joni Giacomino-Secretary, Paul Thompkin-Director, Chuck Alton-Director, James Mahoney-President, Patricia Worth-Treasure, Kurt Towler. Nay- 0

Mitch: are there office hours? Kurt: yes I did not mean to imply I would not be in.

Kurt: there is stuff we will be working on in future.

State of the Station report: Mitch: was asked to do this at last meeting. Sent it to everyone. Kurt: any questions or updates. Mitch: needs board attention past due bill of Prx. Thorn in our side. Just received

the most updated and we are over \$8000 like \$8300. I tried to negotiate but they said just send money. I though a monthly pay would be best. Mahoney: how much a month. Mitch: another charge in June

Paul: we are going to vote on whether we keep and I suggest we cancel. We cannot afford to keep it

Patricia. Some time in January I responded to email and was asking for contract. Never got one. I paid them \$500 and station director will talk to board. Mitch: we are accumulating debt. Kurt: committee will make decision and we can get the process going. Mitch: wanted to know if board had an opinion. General feeling is we will cancel. Becky: as the fundraising person that I feel I am why don't we have a radiothon once a year. Maybe a week long. Mitch: we do that now. Becky; lets make them bigger. I can help with that. Kurt: we definitely will be talking about this. Chuck: what programs covered. Paul: moth and miss America radio. Mitch: people like them and it would be a loss. Chuck: can we sell underwriting for specific shows. Bisbee Bug was buying underwriting for that specific show. Chuck: thought occurs that people that are underwriting may want to hear what they are supporting. Mahoney: slippery slope. Kurt: shows could mention underwriters. Paul: that is asking us to do more. Kurt: they are available on other stations also. Mitch: chuck suggestion is good problem is complicating underwriting procedures. Now we are not. When a business decides to underwrite it is equal in sequence. Once we start saying you can do this show for more etc., this other will be less it really starts to get tricky. If we had time and personnel it would be easier. Paul: the committee will make a suggestion for the board to vote on. We have to save money. Kurt: we need to focus on revenue. How do you take the existing asset and make more money from it. Paul: how do you do this. Mahoney: a PSA this is what is happening and why. Paul: do you want it back before the board. Kurt, Mahoney yes. Mitch: that puts us behind. Kurt: you have promotional announcement to let people know what they will be missing. Mahoney: for how long. Mitch: we don't do that for other shows? What is the big deal. Mahoney its like democracy now. Mitch: we don't pay for it. Mahoney: people listen to it now. Chuck: how do you know. Kurt: if you express the value you then know the value of the programming. Mitch: if we get this \$50 or \$500 dollars we still cannot pay the cost. Kurt: you have an anchor store that brings people in. we need to leverage that. Vicente: can you know who is listening to what? Mahoney: I don't know except from streaming. Vicente: that goes up to 25. Paul: send out a letter to membership. Do to costs we may end up dropping them. Chuck: is that \$200 per month or 2400 at once. Mitch: at once. Chuck: there are things you can do while on the air. People calling in to say they are listening. Maybe not personnel to pull it off and get feedback. Get a better sense of who is listening. Easier to drop but on the other had what will be the impact. There could be things we could do on an hourly basis that would promote show. Do you like this show call in and express your interest. Joni: text response. Chuck: set up at farmers market and have table called sound off for feedback. Mahoney: paul's idea is right away and they can get it in right away. Kurt: word it positively. Paul: we did that with survey monkey. Patricia: we are still getting billed. Paul: we need to find out about these shows now. Mitch: take it off the air and saw due to constraints we had to cancel. This might get their attention. Kurt: people donate for specific thing. NPR all those stations have followed this model Mahoney: paul will draft email with information and if we don't get a lot of response with money then we cancel. Paul: is everyone okay with that. Mahoney: anything else. Thanks for getting the email out. Chuck: said you are or will interview for interim: mitch: intervied last week and will next week. Kurt: isn't that something board does. Mitch: according to bylaws the station director does the hiring. Patricia: you are hiring for? Mitch: I am hiring the deputy station director. Paul: in the pas there was a committee. Mahoney: I would like to have both brought forward after your interactions

to meet both of them. Not that we can afford both of them. That is yet to be resolved. We are at 56 minutes and my back is spasming. Kurt: we are taking

We are back: Royale report

Becky: story telling program. About the moth its so popular. August Preston. Cant wait to meet him today at 4. Starting march 1<sup>st</sup>, we are every weekend for 8 weeks. Sometimes Thursday as well. With reset with movie night this will improve. We have seen a bump in movie night. Mahoney: can I make a comment? I think it would even, I like the different types of movies. We made a tone of money on Lebowski. Joni: what about Rocky Horror. Becky: learned about that movie its \$200 off season. Halloween \$500. Bohemian Rhapsody rented in little blocks. Can show it as many time as you want over the times indicated. Just want to see if we can get a market Steve: as far as the movies we are scheduled through the end of February we have nothing scheduled after that. would like to know months before. Boils down to one person and if we do it by committee it never gets done. Becky: we started an email to get the movie schedule planned. Paul: complain that Ryan used to send out a list of movies to email list. Need monthly newsletter. Kurt: we talked about movie night poster. Very least promote what is going on. Mahoney: getting suggestions email to becky. Esh: talk of Dr. Strangelove. Kurt: bias toward modern movies. Award winning last year movies. Esh: I agree with you too. Chuck: is there a place on line where movies are listed that are available. Becky: yes. Mahoney: criterion. Becky: I can send you the link. Paul: black panther on weekend. Becky: no time on weekends. On plays and showcase performances. Kurt; classic Sunday movies. Becky: I bought a website. Mahoney: wait a minute I want you two to get together. Patricia: I heard bohemian rhapsody was \$500 becky: no it was \$350 for a block of time. Esh: I recommend we do a short block. Becky: I hope to make enough money to pay me back he is offering 4 days. Paul: I am not happy with you spending your money. Becky: I am paul: that is how ryan bruce felt more invested. Paul: don't have a problem with you getting it but putting your money up is the problem. Mitch: is it a donation or will I finally get paid back in future. Kurt: have a contract. Becky: can we move on. Its Bisbeeroyalepac.org just a short time until we can afford something better. Has web calendar google calendar, kurt: whats wrong with ours. Becky: im not that comfortable with that. Kurt: you have a brand your creating a brand. How does another site help. Becky: chuck: can you help me on this. Chuck: meeting with becky. Having difficulties navigating. Has a site that fits her perfectly. She is aware that people do not know what to call this place. I made a mistake of calling it a nightclub. Its not but we want to make this a seamless process that she is comfortable with. Becky: when I went to wix site trying to add to it I will be the person who messes it up. Mitch: that's the learning curve. bEcky: I don't want to have a learning curve when Im live. I wan to do it behind the scenes. I don not want to mess it up. Chuck: I instigated this. I feel we came up with a solution that would solve problems. She has a site she is comfortable with and does not need help. The kbrp site was taken so why not do what Buena did and they called it BuenaPAC. Streamline your workload and we refine the branding of the facility that would be better. Like idea of having website called bisbeeroyalePAC. Mahoney: point out an hour and twenty minutes. We are getting detailed.

Paul: who owns the websit. Paul: I don't like this. Chuck: is said if tempers flare this cannot be a bargoning chip. Steve: we make link to kbrp. Kurt: wasn't upset about website just marketing. Becky: I would like to use bisbeeroyale.com but really want to get information out there now until the other site is up and running. This is our calendar for march. Mitch: what is in the way of emailing this to steve. Steve: I need links information etc. becky: we just created a form to get the information to you. Steve: there is not reason why all your info should not be on your page. Kurt: there are ways of doing both not

a marketing site. Becky: we can say this is temporary I don't even have to publish it. I need to get this information out there. They can see it anyway they want to . I just don't feel we have enough information out there. Its bigger than just all the things we have out there. We could reach so many more. I am a calendar person Mitch: what do you mean you don't use it Bsky: I am a calendar person I don't use it Patricia: we have had it since November. We have been promoting this page (BRP) Becky: there is more to get out there than what needs to be on the page Mitch: you are looking at doing it twice. Kurt: creating a strong website is important. Creating a demo site getting in order but then keep an eye on how to integrate. Mahoney: does Bruce own it. paricia: we own them all. Kurt: that page can be within this page or site. It is contained within the larger branding. Mitch: the thing that bothers me the hypothetical, the underwriting committee says I am not comfortable with this current format where do we draw the line we already have a website and access we can have bisbeeroyale.com just jump right to our website. Why start a new website with becky and her past experiences. When I came here I had to get comfortable with windows again. I didn't wait for my old mac. I am just saying that we need to establish this is our website and this is the one that should be used. We have support. Kurt: yes Im willing to mess it up (laughs) mahoney: I want to say that someone who is in charge of underwriting wants to have their own isn't a metaphor. What I hear is your desire to create a calendar format that is an adjunct to this. Becky: its bigger than that. We have blue moon opening and so much more that needs to get out there. My job is marketing and need to get info out there. I am willing to do this until we get the websit up and running. Paul: is suggest we table and I think it's a great idea. Patricia: some thing deeply underused is the front poster are, the posters have been pretty nil the radio station has not been brought up to date. I have been sporadic. I cant go into a calendar. I am concerned we aren't getting this out. Becky: we addressed that yesterday. Paul: I have a motion to table. Kurt: I second. Nancy: are you taking any suggestions from the gallery. Mahoney: no all in favor say aye (all aye)

Patricia: becky is up for eval Mahoney: that is on the next scheduling of meeting.

Mahoney: volunteer update

Paul: we need to get board members to switch out. Need to get bar manager and bartender cert.

Becky: I do not want to do that I want to be out on the floor or behind the bar.

Mahoney: that is the bar manager job.

Paul: I think you need to get certified. Board members need to get certified to switch out.

Mahoney: checking IDs if necessarily keeping issues under control.

Chuck: what is the liability

Paul: there are many liabilities make sure that liquor is purchased, make sure card etc. Need a list of volunteers. One list from you. Need to send out thank you and maybe a volunteer of the month. Make a mailing list of that if we need to ever speak to them. I also need to better track what DJs are doing some are not volunteering. We spent time with Kaylynn about archiving. Some find it easy some have problems. Maybe have a short workshop.

Mahoney: building maintenance Rhagida showed up and she could talk to you

Paul: I have done some maintenance but we have to be careful need permits even if volunteer. We need to have seen work beforehand before we employ.

Mahoney: rhagida wanted to talk about underwriting.

Rhagida: we are doing really well. Jofrey Delores etc want to know so we are not duplicating. Still have people with bad taste but want to develop bad taste mint to get rid of. Working on new ones old ones are gone. We are meeting upstairs every other Wednesday 11am.

Chuck: what do you do

Rhagida: we drink coffee smoke cigarettes BS sorry just sarcastic. We brainstorm we talk about format. Thank you mark parson for your help. Need to call Kaylynn about volunteers.

Paul: she can list your meeting to get volunteers to help

Chuck: I would like to help on the package that is being presented.

Rhagida: yes please I will give you our package.

Mahoney: do you have a bottom line for where we are.

Rhagida: we have about 18 some for a year or months. Some short term.

Patricia: we can not do a call to the public.

Mitch: can be phrased differently

Patricia: we have two new underwriters desert divas and Bisbee RV park. That is exciting

Mitch: both are short term they are just two months

Chuck: in the case of signing up for two months what is the advantage

Mitch: testing the waters.

Patricia: there is lots of work that goes into that.

Mahoney: what is the fee

Joni: are any providing a discount

Patricia: some streaming Dylan's bistro

Mitch: that is a call to public might be illegal

Chuck: is there a penalty

Mitch: FCC cant request someone to do something

Mahoney: how much are the rates

Rhagida: 1 day \$15 1 week \$25 1 month \$60

Mitch: its only \$60

Mahoney: we could raise the rates

Kurt: lets get people signed up then think about raising the rates.

Kurt: in broadcasting we offer affidata to show when their advertisement runs.

Mitch: there is nothing compiled.

Vicente: its in the logs

Patricia: its in the logs but nothing is compiled.

Chuck: would be a full time job. Proof of performance to show underwriters.

Mitch: shows their announcement was broadcast X amount of times that month

Patricia: we could do just one underwriting and use that is the norm in advertising.

Chuck: the better we do the less they get. There should be some way to deal with that

Mahoney: we talked about a premium spot but not sure what happened with that.

Mitch: what we have been shooting for is simplicity until we reach a certain point. Then me can break it down into different degrees. What we are doing is actually a lot. Trying to keep everything timely.

Chuck: and having said all that the way you build business out there create the impression of the value of what you spend your money one.

Mitch: fact remains we do not have the data to provide to the underwriters.

Chuck: when you go back to renew they will think either how does this help me or I am going to help them out

Patricia: how do you define it

Chuck: how many underwriters do we have we should be able to pencil and say how many you get a month

Mitch: we got the info last Wednesday

Chuck: are we passing that out

Rhagida: is there a limit to underwriters

Mitch: we discussed it at one time.

Patricia: we deleted half of them at the end of December.

Rhagida: went to observer times are tough I can make a donation. One time advertising. Not sure what that entails.

Mahoney and Paul: thank you for all your work

Mahoney: 5 minute break

BRP financial report

Staring Sue Logan

Kurt: this morning we were able to retrieve \$5000 from paypal Transferred that over. Figured we are roughly getting subscription or one time payment. Looking at sustain \$130 \$630-or 650 one time donations.

Paul: can I get them

Kurt: we made a list. Not a massive amount of people but it was good. We have a PNL statement that you were sent.

Becky: what is the title

Mahoney: I want to clarify question posed by paul. I made a mistake I transferred \$1000 form krb to royale account right before Dylan event. I did that and did not communicate

Kurt: I am going to show it up on the big screen. Briefly we will talk about this. Data is in the packet. This does not include paypal. In the middle of transitioning. January 1 PNL statement tells one part of the story. What we are looking at is including NYE show a lot of revenue included. December through January wasn't very good in regard to revenue.

Patricia: two deposits still have to go in.

Kurt: finance committee met and made recommendations. Gore park, reformatting reports Sue and I are going to meet and look deep into quick books. Square transactions have come up. Can see cash versus card. 25% card.

Chuck: did that equate as new revenue

Kurt: yes we are training people to use it

Vicente: is there a bump.

Kurt: yes cant really track but there were larger purchases. Working very closely at tightening the ship.

Making recommendation that all purchases go into square because of the ease of tracking. Goal is cash sale deposited need only a very small cash amount on site. Not going to leave two or three drawers at the venue. Will deposit it at end of event. Managed separately. Transaction tracking managed. Separate sales deposits.

Sue: how to track separate events. Need good tracking ability.

Kurt: this supports all of these things. For each event deposits on each deposit slip name of event.

Paul: we counted drawer and were over 7 dollars I just write it down.

Kurt: want to work it out so cash is deposited at the end of the night.

Sue: want to make sure money is deposited at night.

Chuck: feels like it will be quite some time before we know if we can make big purchases

Kurt: we are getting there

Beck: wanted to note. I haven't seen any of the cash reports. He gives me the round about figures. Would like a report on how our money was made.

Paul: can take a picture and give it to you

Kurt: that is built into square. Will have it by the next day.

Patricia: square deposits the next day?

Kurt: yes that is an advantage. Door sales on site need to go into square. Event brite goes directly into quick books.

Becky: can we use the card reader on an old cash box.

Kurt: Sue has to leave and I am cold so I will move quickly. Sue and I spent 3 hours looking through quick books trying to develop a budget. Wanted to walk people through the budget. All about what is the nut. Cost before opening door, cost to open door, fixed expenses etc.

Sue: does everyone know what the nut is? What is the goal

Kurt: financial goals and strategic goals. Fixed and variable expenses, dedicated to each business unit, allocated across units, estimates of future performance and reasonableness.

Insurance- recently quoted at \$17K/yr square POS gives us detail on sales revenue calculations, Royale events seeing some numbers we can use for estimates, kbrp paypal and debt to PRX

Mitch: will we be seeing these revenues on a monthly basis

Patricia: we transferred money from paypal

Kurt: reoccurring revenue is approx. \$430. Expense allocations utilities 80/20, insurance 90/10, security 50/50 and printer 80/20 royale/KBRP

Becky: I would dispute the utilities. Maybe 70/30

Chuck: still \$3400 solid state equipment.

Kurt: does not include central school rental. So half full water bottle. Lets not get too hung up on expense allocations. A lot of assumptions. Utilities no seasonality, insurance could go down, membership, underwriting, license fees, other production expenses minimal estimates, ticket sales summer slower, food and beverage, repairs and maintenance kitchen and food expenses and performer and move expense. Looked at 4 movie and 2 shows. Ticket \$1500 food/bev \$2452 movie-\$300 total \$3652.. June you cannot expect to sell anything. Many here but do not go out.

Sue: membership dues \$300 plugged in for sustaining a little low but figured the pattern, figured only \$2000 from paypal.

Kurt: these numbers should go up

Sue: 2018 we had to make a big plea to save the station.



Kurt: we didn't put fundraisers in

Sue: yes we did.

Kurt: when we talk about future efforts we can through them in.

Mahoney: what is the \$15000 grant.

Sue: maybe Mexico. Part of money was a flow through from UofA

Patricia: I don't remember any grants coming in.

Kurt: under expenses you can see were we allocated the expenses.

Sue: payments trying to catch up with PRX.

Chuck: are we caught up with other payments. Will that make us illegal

Kurt: makes us in debt.

Chuck:are we illegal

Patricia: we aren't in arrears we are well in arrear.

Mitch: I don't talk to BMI

Patricia: we need to pay BMI this month.

Kurt: we put all payments into 2019 we are at -29,543. Through in creative fundraising and we are not that far out.

Mahoney: I am ready to go into my retirement and challenge other to match a specific amount.

Joni: now that there is a budget we can go after grants

Kurt: lets talk about the Royale. On a monthly basis the revenue was \$7000. More than 2018. By far we are doing much better with a skeletal lineup. Looking at ticket sales and food/bev we tighten up ticket sales. Fixed expenses allocated variable expenses is at break even. Becky does not want to be at break even. We need good months to make up for bad months. Efforts on marketing and advertising all come together. On bottom right we need \$36,420. Sue and I have been thinking of ways to tighten up on revenue. All thoughts are to be on revenue. Where we have a program for building revenue we are close where we don't have a plan I don't have numbers with numbers we know what we need to get.

Chuck: you see the time I know there have been concerns that Royale is dragging radio down. It is conceivable it could go the other way. One could carry the other.

Kurt: there was a narrative at one time to close Royale but you still have fixed expenses. Best hope is to make revenue.

Sue there should be and is synergy between the two.

Becky: can I make a suggestion instead of 10minuts to report but have a work session.

Kurt: have a Royale committee

Chuck: perhaps a liason

Kurt: pull in people from community to help

Becky: other aspects, I am pursuing grants. I wan to be able to talk these thing ththrough.

Kurt: not a hundred percent.

Mahoney: include gore park?

Kurt: it is spotty at best

Chuck: revenue will be determining the cost of renting the facility.

Kurt: maximizing I hear the impassioned pleas of dan but

Becky: reputation is also involved. If we dump gore park it could be a huge issue.

Chuck: im not the one who said if someone came by with 3x the money. Back to my original point is renting.

Kurt: how much of your space can you rent

Chuck: dan has proven he can raise money and he can raise more. He understands he needs to raise more.

Patricia: he also received \$40000 that we don't know about.

Kurt: ben at finance committee that he thought utilities were higher than that. \$600 dollars pays all the utilities.

Patricia: not in summer

Sue: they should be paying more than just rental. Should be paying utilities etc.

Kurt: we have not been asking the hard questions. 5 days a week

Paul: 7 days a week

Kurt; asking a lot to not look at that. I would like to have work session to discuss alternatives

Chuck if dan knows how much we have to have he will know what he has to come up with.

Mahoney: lets schedule the next meetings. When I went to talk to laurie mckenna about writing grants it's the station manager and event manager. We need grant writers.

Patricia; keith dennis came to my house and its all over town that he is contracted by royale to do grant writing.

Chuck what has been said he is available.

Patricia: he is not

Paul: when we took the course one of the things they said the board members would have responsibility of raising money. We should have that type of training

Becky: melanie gave me a copy of grant writing book.

Paul: she owes us hours of grant writing

Kurt: I will talk to her

Chuck: you have to be a linguist if we can find those people maybe we can get the grants.

Kurt: if we give melanie a cut she may be able to get us some

Paul: I am hoping we do not have to go to bank.

Chuck: was your idea

Paul: last resort.

Mahoney: next meetings February 27<sup>th</sup> 5pm, Three month review Becky and Mitch

Chuck: put off until march

Mahoney: if they agree

Chuck: what is the point what will become of it

Kurt: 30 days ok lets table this

Paul: I second

Mahoney all in favor aye (all) Bisbee Royale meeting.

Chuck; is this what we just table

Mahoney: no

Patricia: policy procedure etc

Kurt: joni is out for the 18<sup>th</sup>. How about everyone else

Becky: need to do it earlier. We can meet in the office

Mahoney: Monday the 18<sup>th</sup> Royale discussion.

Kurt: discussion not formal

Mahoney: discussion work session.

Paul: formal board meeting

Kurt: cant do the 7<sup>th</sup>.

Patricia: how about the weekend

Becky: the weekend there is nothing. The 10<sup>th</sup> is free all day nothing scheduled

Paul: march 10<sup>th</sup> 1-2

Joni: I will not be here

Kurt: vicente will be the leader

Mahoney: if a need to schedule another meeting I guess we can do it via email.

Patricia; we need a finance meeting

Kurt: we did you were ill.

Adjourning 4:30pm