



Board Meeting Minutes

August 22, 2019

Arizona Lotus Corp

TO: Officers, Directors and Members of the Arizona Broadcasters Association
FROM: Chris Kline, President / CEO

Officers: * Chairwoman - Anita Helt, KNXV-TV, Phoenix
* Vice Chairman - Trip Reeb, Hubbard Broadcasting, Phoenix - by phone
* Sec. Treasurer - Bill Shaw, KVOA-TV, Tucson

Directors:

* Mike Barna, KSWG, Wickenburg
* Andrew Deschappelles, Telemundo Arizona
* Ken Kwilosz, AZ Lotus Radio Group, Tucson
* Rich Howe, KAZT-TV, Prescott- Phoenix
Bob Villones, El Dorado Broadcasting, Yuma

Staff: * President & CEO, Chris Kline
* Operations Manager, Mary Kate Lau - by phone
(* Denotes attendance)

1. Chairwoman Anita Helt, ABC15 called the meeting to order at 11:00 a.m.
2. The minutes from the May 22, 2019 board meeting at Hubbard Radio were approved
3. Financial Report
 - A. The following documents were submitted and approved:
 - i. YTD P&L and Balance Sheet Review
 - ii. 2019 PEP Metrics, May, June, July
 - iii. Proposed revenue contractor position
 - iv. Financial collections report, including outstanding member dues and forecast
 - v. Savings account proposal
 - vi. Programmatic revenue proposal - as option for stations
 - vii. 2020 PEP one-sheet proposal
 - B. The board discussed the ABA office building lease and options moving forward
 - C. The board discussed 2020 Dues Structure with feedback
 - i. New structure to be voted on via proxy, formalized in October Annual Meeting
4. ABA Board - 2019 Position Fill and 2020 Planning
 - A. The board reviewed the following proposals:
 - i. 2020 board makeup changes
 - ii. 2020 board meeting dates
 - iii. Board committee proposals
 - iv. One-sheet for 2020 board members to sign
 - B. The board discussed possible new board members
 - i. Must be voted on via proxy, formalized in October at Annual Meeting
5. Membership
 - A. Chris Kline updated the board on new members:
 - i. KRWW-FM, Gold Canyon
 - ii. KGVY-AM/FM, Green Valley
 - iii. AAF Tucson (Associate Member)
 - B. The board reviewed the in-person Member Tour Report

- C. The board reviewed 2019 ABIP Progress
- 6. Future and Awards Lunch
 - A. A sales report was submitted
 - B. The board discussed additional outreach
- 7. Member Services
 - A. Chris Kline gave updates on the following member services:
 - i. UA Career Days - Sept 16
 - ii. NAU Career Days - Sept 22
 - iii. ASU Media Sales Program
 - iv. UA Media Sales Program
 - v. NAU Media Sales Program
- 8. Goals
 - A. Q2 Goals Final Review was submitted and approved as completed
 - B. Q3 Goals progress report was submitted
 - C. Q4 Goals proposal was submitted
- 9. Old business/new business
 - A. The board talked out the ABA's recommendation on EAS Codes
- 10. The next ABA board meeting will be October 10 with a location TBD
- 11. The meeting was adjourned at 1:32 p.m.