

KXCI CAB Committee Meeting Minutes

Wednesday, August 21, 2013 @ 6:00 p.m.

485 S. Main Avenue, Bldg. No. 1

Attendance: Amanda Shauger, Ron Austin, Veronica Phillips, Katharine Burdick, Doug Glasson, Randy, Becky Birk, Robin Parker, and guest Shaun Kenney

- Meeting was called to order timely by President Veronica Phillips.
- It was discussed and agreed that it has been a “Heck of a summer.”
- A welcome was extended to guest Shaun Kenney, who recently moved across the street from KXCI.
- Minutes of May 8th reviewed and approved with minor changes.
- Veronica met with outgoing President Jill Bishop and interviewed her and gave her a gift on behalf of CAB.
- Jill is now on KXCI Governing Board.
- It was discussed that we now have a good consistent CAB.
- Discussion that CAB has to exist; it is required per FCC standards, in order to keep our license.
- There was general discussion that more CAB members should be Hispanic or Asian.
- It was noted that Asians have a higher percentage of listeners.
- Younger people are needed for CAB, and Veronica has a 25 year old person in mind.
- CAB is needed to keep license, but is also important to help build community connections.
- Per Robin, one of the issues with bringing younger kids in is they want to see changes right away, and may become frustrated.
- Veronica commented that there is more to CAB than satisfying FCC requirements, and that CAB needs to figure out how we can be involved and make a difference.
- Amanda provided a Status Report regarding the upcoming Membership Drive:
 - 7 to 9 pm we can use help answering phones.
 - There will be Phone training on August 22.
 - Between noon and one and between 6 and 7
 - Can provide OJT for membership drive too.
 - Phone sign in list for Membership Drive.

- September 5th to September 21st.
- Bring book or other activity for slow times, as phone does not ring off the hook.
- Robin asked if younger kids come in and answer phones.
- Amanda stated volunteers needed to have good handwriting, and need to capture caller information accurately.
- Regarding other volunteer opportunities, Amanda stated that other people interested in music can connect and sign up to review CDs or work in the music library
 - 19 and 20 year olds have been participating. Also a 16 year old was in volunteering recently.
 - We should have interested people contact Amanda to volunteer.
 - Sometimes difficult to find something interesting for people to do, and not everyone wants to stuff envelopes.
- Randy discussed Testimonials collected and to be used in the Membership Drive.
 - The Membership Drive Goal is \$120,000.
 - At 1973 Function, testimonials were recorded by Cathy Rivers. These are brief messages about the benefits of being KXCI member.
 - Amanda played a testimonial by Representative Grijalva.
 - KXCI needs and wants more Testimonials.
 - There are no outgoing calls per Amanda at this time, only incoming.
 - Per Robin, one idea is to do like Ira Glass and call people and say: “I heard you have been listening to my show and that you have not donated.”
 - Five CAB members volunteered to make thank you calls after Membership drive.
- Other Upcoming Activities:
 - The Jazz Fest will be on October 25 – 26 at St. Phillips Plaza.
 - Tucson Meet Yourself will be October 11 – 13th, and KXCI will be Tabling.
 - Blues Festival will be on October 20th, but not sure if we will table there yet.
 - KXCI is a Media Sponsor for YMCA Gold Rush Days at Old Tucson. YMCA is selling tickets for the event on Sunday, November 3rd
 - KXCI may also be Media Sponsor for an event for young people the night before.

- Public Affairs:
 - Quarterly Issues Report.
 - Porch Concerts went really well. There were 14 different performance areas throughout the neighborhood.
 - 300 people were standing in the middle of 4th Avenue, and there was only one lane of traffic open.
 - On Sunday, November 10th there will be another Porch Concert in Dunbar Neighborhood.
 - On programming, Amanda stated that the show Counterspin gives us some good materials.
 - Also, Cathy Rivers has a lot of opportunity to have musical and artistic guests.
 - Cathy is also the PSA director.
 - Cathy is always looking for guests, especially if the guest has upcoming events they want to publicize.
 - There are 6,000 Non-Profits in Tucson, so there is a lot going on.
 - Per Robin, PSA's can be government related.
- PSA Report:
 - Number and value based on \$20 spot rate.
 - Spots are 75 words or 20 seconds
 - The PSA Report was Approved.
- Randy reported on the Capital Campaign:
 - The KXCI house was bought 25 years ago.
 - Capital Campaign started discussions two years ago, first looking at improvements to house.
 - After discussions with a fund raiser firm, Smith & Dale, a study and online survey were done.
 - Discussions were started with the community.
 - They started looking at a signal booster for the northwest area.
 - Realized we could solve the northwest area signal weakness problem.
 - Smith & Dale was asked to look at possible Endowment, Technological Improvements, Burning the Mortgage, and the Booster Signal.
 - The original goal 750,000 which included 250,000 to solve the northwest signal problem.
 - The Board approved hiring Smith & Dale.

- The Private Campaign now underway.
- The Public Campaign will start in October.
- The campaign is following a Pyramid approach.
- We are still in quiet phase.
- The goal for “quiet” contributors is 5,000.
- The Public Campaign will start in November after the Fall Membership Drive, so it will not interfere with Membership Drive.
- The boosted signal will hit Oro Valley, and will also hit the east side of town.
- The transmitter on Mt. Bigelow is now 340 watts.
- The new transmitter will be 7,000 to 8,000 watts.
- The boosted signal should add in 52,000 households.
 - Should add 30 % to membership and listeners and add 30% to concert attendees.
- The Board has not been a fund-raising board historically.
- Now they are very comfortable.
- Have got pledges of 185,000 so far.
- The Board has been asked for pledges as well.
- The Campaign has been a good professional development exercise for staff.
- Staff plans to go into Oro Valley publicizing the Capital Campaign and the new transmitter. They plan to visit:
 - SAACA - Southern Arizona Cultural Association.
 - ROCHE.
 - Ventana Medical Systems.
 - Oro Valley Employee Art Show.
- Randy has gone to Rotary Club in Oro Valley.
- Staff is working on a One Page Flyer for the Public Campaign.
- For historical reference, in 1999, Randy went to the Oro Valley Chamber of Commerce and told them they would be bringing KXCI to the northwest within a few months.
- Other Business:
 - Ron Austin commented that he might need to resign from the CAB due to other commitments to Pan Left and Access Tucson.
 - He is finding it very time-consuming to work on Access Tucson.

- Veronica encouraged Ron to stay on the CAB, and Ron agreed to stay for a while.
 - Kudos and compliments to Randy and Amanda for their strong efforts on the Capital Campaign and their related professional development as fund-raisers.
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- Submitted by Secretary Doug Glasson 11/18/13