

KXCI CAB Committee Meeting Minutes

Wednesday, November 20, 2013

485 S. Main Avenue

Attendance: Douglas Glasson, Robin Parker, Veronica Phillips, Donna Shay, Amanda Shauger, Katharine Burdick.

Meeting was called to order by President Veronica Phillips and attendance was taken.

- Welcomed by President Veronica Phillips
- Minutes of August 21, 2013 Meeting approved with minor changes
 - Cathy Rivers instead of Kathy Rivers
 - CAB is requirement of Corporation for Public Broadcasting, not FCC
- General discussion about recruiting – do we need it – if so how do we do it?
- Amanda as historian of KXCI, by default since she has been here the longest
- Shaun Kenney interested in joining the board
- Robin shared that she is still trying to find how best to find what Board needs.
- Amanda Shauger was thanked generally and widely by all present as facilitator extroindanaire
- Robin stated that as the CAB, we are still trying to find our feet
 - Veronica raised questions about what more we can do as CAB, including what power we have and what action can we take.
- Robin noted that the CAB may be a recruiting ground for the Governing KXCI board
- Several agreed that being on the CAB is a unique education process and experience for the CAB members
- Ron advised he will not be going for another term
 - Ron's organization the Carlos G. Figueroa Foundation is working to become a non-profit
 - He is also on Access Tucson
 - Wife calls herself a video window
- The December Party was discussed as a Recruitment Vehicle

- Amanda announced a “ton of activities” coming up for 30th Anniversary of KXCI
 - Sonic Solstice All Volunteer Party will be on Monday December 16th
 - This is not the Governing Board Party
 - This is an all-volunteer Party
- Governing Board and CAB are scheduled to meet in January
- Randy started a Concert Series at Maker House the first Wednesday of each Month
- Veronica Proposed a Blended Board Meeting in January
- Robin commented that would be good, as CAB members are still figuring out what our role is as a CAB.
- Kathy commented that we are just starting to get our feet on the ground. Very useful to learn and find out about the history of KXCI
- Kathy reported she went through the DJ training and found it very helpful
- Kathy noted that we CAB members send out spider webs out into the community
- Kathy thought we lost some people off of CAB because they did not know what their role was.
- All present but Ron agreed to stay on the CAB another year, including Robin, Kathy, Doug and Veronica
- Robin commented on a student she has known since he was a freshman and he now listens to KXCI and has been exposed to so many different types of music, including Django Reinhardt.
- Veronica raised the question of how long under CPB rules can the CAB members be on the CAB
 - Amanda advised there was no set terms, but maybe six years
- Kathy commented that she was impressed with the work ethic and commitment of staff members Amanda and Randy, and all agreed.
- Veronica discussed how much she enjoyed making thank you calls after the Pledge Drive. She called 100 folks to thank them, and was impressed with the response
 - Some folks that Veronica called to thank then turned around and called KXCI back to thank them for the thank you call

- Some of the folks Veronica spoke to increased their pledge with Veronica
- Veronica commented that we need to talk about bringing in younger CAB members and Asian or Hispanic CAB members.
- Veronica was impressed at the Festival of Books regarding the number of college kids who liked KXCI
- Veronica raised the option of inviting young people to the All Volunteer party on December 16th
- Ron advised that he knew a young man named Michael, a 22 year old sound recorder, who might be interested in joining CAB
- Kathy commented that she was willing to stop by the Chinese Cultural Center on River Road and
- Robin commented that she may have young persons who would be interested in attending and getting involved.
- Shaun asked how young a person are we interested in
 - Veronica responded that she thought we were talking about 18 and up, or maybe 21 and up
- Veronica commented that at the Festival of Books, she was surprised at how many could name the DJs and the shows on KXCI
- Veronica asked everyone to review the two page : “Issues and questions for KXCI CAB” and get comments to Amanda and Veronica
- Amanda commented that the Governing Board members can serve up to two Three Year terms, so that might be a good guideline for CAB members.
- Amanda advised that KXCI's 30th Anniversary is just before The Tucson Weekly and Access Tucson's 30th Anniversary.
- Randy is working on “Make our Anniversary your Anniversary” in which FIVE couples will be married on the air – some will be vow renewals.
- Amanda circulated a Sign-up sheets for all 30th Anniversary scheduled items.
- Giving Tuesday will not be repeated at the Fox this December
- CAB members are invited to volunteer at all 30th Anniversary Events

- Amanda: When tabling we usually put volunteers with a Staff member or other volunteers who have tabled before
- Veronica commented that one chance to connect with the community is to educate community about the App to download the live KXCI stream.
- Amanda is working on a Mayor's Proclamation Regarding the 30th Anniversary of KXCI
- Also working with Representatives Grijalva and Barber, possibly to get the 30th Anniversary mentioned in the congressional records
- Amanda commented that the Broad Perspectives Radio is doing a great job lately
 - They are pre-recording now so they are more flexible
 - With time and focus, they are improving.
- Amanda gave the PSA Report
 - So many people are reaching and wanting to make PSAs about their activity.
 - It is kind of first come, first served
 - Hard to analyze all requests, but there is priority given to Community Food Bank over someone having a car wash
 - Lute Olson did a PSA for Pima Council on Aging, encouraging older folks to volunteer
- There was discussion that TKMA wants KXCI to take over the Folk Festival
- Veronica asked if there was any increase in listeners from Capital Campaign
- Amanda advised there was not really any noticeable increase yet, but it is anticipated with the stronger signal that listeners will increase.
- Amanda referred to the Media Audit Numbers shared with CAB in 2012
 - We have stopped using them because it is a couple hundred dollars a month
 - KXCI has moved up to approximately 15 in the Tucson market
 - 94.9 No. Two
 - 93.7 No. Three
 - 99.5 No. One for years

- 106.3 No. Four probably
- Amanda commented that we went up in listeners
- Arbitron contacted us to ask if we wanted to subscribe
- We would have to subscribe in order to use their rankings.
- Will try to add Arbitron numbers in the future
- Amanda advised the Capital Campaign is going well
- Congratulations were extended all around to Amanda and the staff for success on the Capital Campaign
 - Approximately \$275,000 pledged out of goal of \$750,000
 - CAB members to get involved and talk to possible donors and pass out literature
 - Now is good time to hustle because people are thinking about end of the year gifts.
- The Consultants contract on the Capital Campaign ends at the end of the Year.
- Donna Shay asked if there is any public “thermometer” to mark the progress in the Capital Campaign.
- KXCI has a reasonable relationship with Southern Arizona Arts Center
- Kathy advised that there are arts tables at Oro Valley Marketplace, and that it might be a possible marketing opportunity there
- KXCI is a sponsor for the Walk Between Two Ranges
- Kathy is willing to volunteer at anything in Oro Valley
- Kathy thought that people would be more willing to give if they knew the Signal Booster was coming.
- Veronica asked if it would be possible to receive emails to tell folks about the progress on the Capital Campaign.
- The Fall Membership Drive goal of \$150,000 was reached in only 20 Days.
- Amanda discussed the Winter Wonders Holiday Online Auction