KXCI CAB Committee Meeting Minutes

Wednesday, November 20, 2013

485 S. Main Avenue


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 extraordinaire
- 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
• 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