

KXCI CAB Committee Meeting Minutes

Wednesday, May 14, 2014

485 S. Main Avenue

Attendance: Veronica Phillips, Douglas Glasson, Robin Parker, Donna Shay, Katherine Burdick, Randy Peterson, Amanda Shauger, and Becky Birk.

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

The February 24, 2014 Meeting Minutes were reviewed and approved with minor corrections/amendments:

- Recruiting and inviting new members is harder than anticipated.
- No real rules that we have to have a certain number of CAB members.
- Okay to stay where we are for now.
- Keep our eyes open.
- This is Becky Birk's last time on Governing Board.
- Thank you Gift was presented to Becky Birk and others.
- Gift Card to Target and certificate of Appreciation.
 - Becky addressed CAB: Thank you. The Board is very grateful for what you do.
 - The Board needs you and appreciates CAB members hanging on.
 - Couple of folks from Board approached Becky about coming onto the governing board and meeting with the CAB
 - Committee Assignments are typically made at the Board Retreat in August
 - Randy: Board president has authority to appoint someone
 - New Board president will be most likely Katie Rogerson, current VP
 - Three new open seats on the board, including Becky's seat
 - Six folks running for three seats; three who do not make it may be appropriate as CAB Members
- Thanks to Randy for attending.
- Amanda with Public Affairs/Public Interest Log:
 - Special day of programming for Cesar Chavez
 - Martin Luther King Day programming
 - Black History Month
 - Veronica did good Interviews with Black hair dressers
 - March was Membership Drive Month and Cathy cut way back on interviews
 - KXCI is the topic for the month of March
 - Weekly Green continues. We are now into the second quarter of environmental issues
 - Discussion of Buffel Grass Day
 - Did Earth Day in April
 - Earth Day Programming was a number of Weekly Green articles
 - COMING up Next:
 - Stonewall Day – Friday June 27th for On Air Programming.
 - Randy wrote and got an \$800 grant for Stonewall Day.

- Amanda and Randy went to Ceremony today for Unveiling of Harvey Milk Stamp.
- Becky Birk: The Weekly Green is very interesting and very good articles
 - One woman was talking about alternative hygiene –oil pulling for teeth care.
- Democracy Now is aired at twelve noon, because of fact it would be aired part of year at 5am and part of year at 6am if aired at same time as in New York
 - Which would mean the on-air time would shift twice a year
- Randy offered Cathy Rivers the job of Program Director
 - She accepted and started Thursday May 8th
 - She will continue to do her afternoon show.
 - First time KXCI has had a Program Director since 2010
 - Amanda and Randy had been sharing the duties since then
 - Cathy will likely stop doing the Public Service Announcements
 - Randy may be doing PSAs in the interim
 - Amanda may take on the PSAs long term.
- FUND RAISING – Amanda
- I have been doing more fund raising and outreach than since starting four years ago
- Spring Fundraising was good.
 - 120,000 raised
 - More than 1000 donors
- ARIZONA GIVES DAY was a big success.
- 1200 organizations
- KXCI came in Second in its size category for number of gifts.
- Raised over 12,000 in one day, plus won Cash prizes from the Sponsors
- 16,000 in Bonus Prizes from Sponsors for placing in second places
 - From Corporate Sponsors
 - 16,000 will go to the capital campaign
- Arizona Gives is put on by / Organized by Alliance for Arizona Non-Profits
 - Raised over 1 million last year
 - Raised 1.4 million this year
 - Started in Minnesota
- It was a Good Campaign and was really talked up on line.
- Some smart phones and tablet apps had difficulty opening or accepting spam type communications from the Campaign
- Other Fund Raising
 - Veronica showed up at 8:30 on a Saturday morning
 - Last Saturday in April, and did Record Sale with other Vendors – April 26th at Maker House
- KXCI has an informal relationship with Tony Ford, former general manager of KXCI – Currently on Board
- CAPITAL CAMPAIGN:
- \$418,000 Pledged over three years
- We have collected over half of that.

- The balance will come in over next three years
- This does not include the 16,000 bonus received from Arizona Gives Day
 - Will be used as a match, but is a firm pledge
- 750,000 is the goal, with a stretch goal of 1,000,000
- Antenna and transmitter has been purchased and is scheduled for installation July 21st
 - Los Altos Tower near First and Grant.
 - Across the street from Wild Garlic
 - KCEE Tower – gave us a great rate
 - 1,000 a month rent great deal for five years
 - Electricity will be 1000 a month
 - We thought rent would be 3 or 4000
 - Currently the tower on the mountain is 7,000 or 8,000
 - 20 year lease on the mountain
- Fundraising going on right now
- Amanda collecting items for on line auctions
- June 3rd through 17th
- Looking for Auction items
- Food gift certificate items are best value
- Beauty items are good
- Massage items are good
- Art is really tricky because it is hard to do it justice on line
- Discussion of how many items are on the Auction site
- Christmas Auction raised 10,000
- Do three on line auctions a year
- February was the last one
 - Themed Auctions: February auction was music themed
 - Prior spring on line auctions were day based, but did not really do so well
- Randy: Behind the scene items do well; Tour of the Fox Theater, etc.
- Items passed to CAB members include Silent Auction Donation Forms and pamphlets for business owners
- CAB members asked to participate
- Tucson Food Conspiracy Coop is doing a Round up (Round up to next dollar.) This is going during month of May.
- Most fund raising is for general operating budget
- Doing well in general operating budget
- If dedicated for Capital Campaign, it is usually identified as Capital Campaign
- BECKY BIRK:
- KXCI underwriters are on the home page; scroll through and check the list
 - Support the Underwriters.
- Technicians for Sustainability gave a 2010 Grant for solar panels
- If people use TFS, they will donate 250 to KXCI.
- Summer DJ camp for Teens June 9th for Teens
- Camp cost is 100 to 150 dollars
- Fall Festival is a Friend Raiser more than Fund Raiser

- Splash is a Week at La Encantada
- RANDY:
- We will need to post names and contact info for CAB on website by June 24th
- Strategic Planning Committee working on three year strategic plan
 - It is Due by Fall
- Will be preparing three surveys
 - Listening public
 - Staff and volunteers
 - Community partners and cohorts, including CAB.
- Will be sent out by email this summer.
- Meeting adjourned at 7:30.