

## KXCI CAB Committee Meeting Minutes

Wednesday, November 12, 2014

485 S. Main Avenue

Attendance: Veronica Phillips, Douglas Glasson, Robin Parker, Kathy Burdick, Amanda Shauger, Keith Kanzler, Tony Ford, Randy Peterson

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

The August 13, 2014 Meeting Minutes were reviewed and approved with minor corrections/amendments:

- There was a theme of continuity of service:
- Guest and Board Member, Keith Kanzler has been on the KXCI Governing Board for 5 years.
- Randy Peterson has been with the station for 15 years.
- Amanda Shauger has been with KXCI since she started volunteering in 1998.
- Robin Parker has listened to KXCI since it started.
  - She has always had a strong affinity for KXCI.
  - She is an Assistant Director for an at-risk charter school, Ombudsman.
- Guest and Board Member, Tony Ford worked a station in Michigan before being KXCI General Manager 15 years ago.
  - Tony is now a part owner in Maker House.
  - He is also consulting on media matters and software.
- There was discussion of the fact the Corporation for Public Broadcasting requires CAB.
- History of CAB was discussed.
- Current CAB members want to be relevant and want to contribute.
- Current CAB members feel more included now.
- Per Randy Peterson, \$3,000 to \$3,200 was raised through the recent fund-raiser with the Paladins and Candy Cane.
- Randy discussed the on-line contest to select the 913 Greatest Songs.
  - Starting on Monday, December 1<sup>st</sup>, KXCI will play the top 600 all week.
  - The top 601 to 913 will be shared on the web site.
- Per Amanda, the membership drive on December 4<sup>th</sup> - 6<sup>th</sup> will coincide with the playing of the top 600 songs.
- Per Randy, the Strategic Planning Committee has a Draft 3-Year Plan ready for the full board.
  - The Board will review and revise the Plan
- There will be a Music Sale on Sunday, including 1,600 albums donated by one donor.
- The On-Line Auction is going on now, with over 100 items donated and 88 currently posted.
- Amanda discussed the cooperative arrangements with Rialto Theater and the Loft Cinema:
  - It is a straight trade or exchange of advertising.

- On December 4<sup>th</sup> or 5<sup>th</sup> the Arizona Daily Star and the Hispanic Chamber of Commerce will give out the 40 under 40 Awards, including Awards to 2 Board Members, Tony Ford and Katie Rogerson.
- On Friday, November 21<sup>st</sup>, the National Philanthropy Luncheon will be held at the Westin La Paloma, featuring Terry Mason, a donor and volunteer.
  - Two tickets are available.
- Keith and Tony discussed the role of CAB as a liaison with the community
- Per Tony, CAB provides an opportunity to serve, and to bring input to the Governing Board regarding programming and goals.
- Veronica commented that CAB has been trying to bring in more people, but that recruiting has not been a priority.
  - Keith and Tony both commented that they would work to direct folks to CAB, and stressed the importance of CAB.
  - CAB members can also be appointed by the Governing Board.
- We currently have 5 members in CAB.
  - Veronica commented that we need 2 or 3 more
  - Veronica thought the intimate setting helped to make CAB more cohesive.
- Tony has two applicants in mind.
- Veronica advised she will email CAB application to Tony and to Keith.
- There was discussion of a CAB fundraiser.
- Kathy Burdick discussed a possible Live Foosball game.
- Veronica discussed two on-line lists of fund-raising ideas.
  - One has 50 ideas and one has 94 ideas.
  - Attendees should consider and respond; ideas include:
    - Ugly dog parade.
    - Lobsters are landing.
    - No-Dinner Dinner.
    - Soup Fundraiser.
- Randy announced that the Governing Board has a new member, Shaan Mahmood, an under-30 accountant.
- Amanda announced the Public Affairs Announcements (PSA's)
- The PSA's are valued at \$20 per spot.
- There was discussion of the Educational Enrichment Foundation and Robin discussed Youth On Their Own.
- PSA's for last quarter had a value of \$52,480.
- Tony is Co-Chair of the Strategic Planning Committee, and advised the current survey results will not be released, but some ideas will be.
  - Per the survey, the number of PSA's is about right.
  - The serve the duty of engaging the public.
- There was discussion of the Capital Campaign.
- There have been a couple of good pledges and the pledges to date total \$550,000.
- The Short Goal is \$750,000.
- The Stretch Goal is \$1,000,000.
- We are not 2 years into the Capital Campaign.
- Testing on the new antenna on the tower will start on August 30<sup>th</sup>

- They expect the signal will reach to Oracle Junction and Catalina and the Foothills.
- The station would ultimately like to broadcast in digital/High Definition in the future.
- \$120,000 was raised in the Fall Membership Campaign.
- Tony Ford compared this to the first fund-raising campaign, in which they were unable to raise \$30,000.
- They kept fund-raising for 32 days.
- Tony discussed some of the theory of fund-raising, including the need to hit donors 12 times a year.
  - On average, donors will give 8 out of 12 times.
  
- We are still using the Volunteer Spots for the December Membership Drive.
  
- Regarding what events KXCI will table at or attend, management is trying to be savvy.
  - There is always a discussion about whether an event will allow for good out-reach.
  
- KXCI was voted the best radio station in Tucson per the Tucson Weekly.
- The meeting concluded at 7:23.