

## KXCI CAB Committee Meeting Minutes

Wednesday, February 11, 2015

485 S. Main Avenue

Attendance: Veronica Phillips, Douglas Glasson, Donna Shay, Kathy Burdick, Amanda Shauger, Keith Kanzler, Cathy Rivers,

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

The November 12, 2015 Meeting Minutes were reviewed and approved with minor corrections/amendments:

- Review and discussion of history of transmitters
- New transmitter to go up on Mount Bigelow
- Old transmitter up on the mountain cannot be run at the same time as the as the new transmitter due to Multi-Path Interference problem ⌚ The new transmitter will be up and running soon ⌚ There will be roll outs.
- KXCI first began broadcasting on 91.7 on a transmitter near Benson Highway
- Announcements and upcoming events
- Amanda: We are looking at how we do things and how to do them better
- Want to cut online fundraising down from 20 days
- Consulting push is to look at direct mail to the membership
- Looking at Challenge matches
- We want to fish where the fish are ⌚ Next fundraiser is March 21<sup>st</sup>.
- Later than usual, three weeks later
- Cathy Rivers: other stations are reducing the length of their fundraising
- People tend to turn off the radio when they hear there is fundraising going on
- More behind the scenes, maybe involving Community Connectors
- E.g.-Having a Community Connector send out an email blast to all his friends about KXCI and challenge his friends to donate
- Going to do a Web Week
- In process of retraining the volunteers
- On-Air volunteers will just be conversations
- Cathy Rivers: our volunteers are fantastic
- Keith Kanzler: we have gone to training and learned that we are leaving money on the table at the end of the year, at tax time, when charitable donation are in focus.
- Amanda: February 24<sup>th</sup> there will be an all-volunteer meeting at YWCA – A two hour training starting at 6 pm
- March 2<sup>nd</sup>... Amplify KXCI Party at DeConcini Law Firm .. Capital Fund Campaign
  - Event to thank big donors and to introduce new donors
    - Will feature I Hear Voices and Joey Burns
    - Will be pretty big event.
- Congratulations to Cathy Rivers as new Interim Manager

- Cathy: Taking Stock
- Going from her own show to running the show.
- Her first Goal is Organizing
- Transition is proceeding
- She is super excited
- Staff is very comfortable expressing their ideas
- She wants the stress to be on the “Community” part of Community Radio
- Interested in bringing joy to KXCI
- Interested in beefing up the number of Mini-Shows like:
  - Petey Mesquite ○
  - Arizona Trails ○
  - Film Snob
- She is working on The Kids are Alright, a Show for teenagers
- Looking at:
  - Library Show ○
  - Poetry Show
  - Broadway
  - musical show –
  - lecture or
  - music...
  - Library will fea
    - Thinking of
    - these three new
    - shows.
      - They could rotate every three weeks on a Sunday
- There are some programmers who are getting up in years, and we are working to help the older programmers to figure out how they transition, including getting them help and maybe pairing them with younger programmers who want to get involved.
- Do we need a CAB CHARTER?
- Keith is on the Executive Committee and will bring up new DRAFT charter for CAB
- Veronica will email everything to everyone and CAB members to review and draft suggestions
- Veronica: Kathy Burdick raised the ideas of fundraising, including Human Foosball.
- Kudos to Kathy Burdick for giving CAB an idea.
- Outstanding idea for CAB to participate in KXCI and show dedication to KCXI
- We should consider a “No run” run or a “No dinner” dinner.
- Something that CAB can run and own.
- Kathy Burdick commented on Amanda’s suggestion of CAB helping on the Amplify Campaign
- Maybe with the Children’s Museum. They are using an old building at Steam Pump Village as an extension of Downtown Children’s Museum 🕒 Cathy Rivers thought it would be a good event to table.
- CAB to expand and conduct an outdoor activity?
- Maybe a Maker’s Table where kids can make something like art
- Art Table
- Donna Shay liked the idea of a music theme
- An area where students could try out musical instruments
- Drums and trombones and trumpet

- Or a table where 10-year olds can record their voice and run it through processors and laugh at their funny voices.
- With SDK cards that kids can record their voices on and take them home.
- Children's Museum is moving into Oro Valley in March
- Amplify KXCI is also moving into Oro Valley in the near future.
- Amanda will talk to Hillary at the Children's Museum to find out what they have going on.
- Kathy Burdick suggested possibly doing something at the Chinese Cultural Center ☹ Veronica will look into possibly tabling at the New Year Celebration .
- PSA Reviews by Amanda
- 36 PSAs a day valued at \$20 per PSA
- Cathy Rivers: PSAs are incredible. We really are outreaching to people with the PSAs.
- That is what we are all about.
- Providing service to the community.
- Gretchen's program, The Weekly Green - Good learning process of programming preparations.
- Amanda: We invented a new temporary show in conjunction with the Folk Festival ○ 30<sup>th</sup> Anniversary of the Folk Festival
- Jim Lipson came in and discussed doing mini-programs with musicians who are going to be on the Folk Festival
- Cathy Rivers invited CAB members to think about other Mini Programs ☹ 3 to 5 minutes show like Petey Mesquitey, which could run 6 times a week.
- Discussion of Jim Click Charity Raffle of a 2015 Mustang ○ All proceeds go to KXCI
- Capital Campaign
- Veronica: Governing Board. Can we get on the email list
- Can help with the recruiting process with us.