

## MINUTES

### KXCI Community Advisory Board

Wednesday, February 10, 2016

485 S. Main, Tucson AZ

1. Welcome and call to order at 6:05

Present: Katie Rogerson, KXCI Governing Board President; Amanda Shauger, Community Engagement Director; Ashitari Perez, CAB member; Donna Shay, CAB member; Mary Beth Haralovich, CAB member; Keith Kanzler, Governing Board Liaison to CAB; Veronica Phillips, Chair of CAB; Michelle Boulet-Stephenson, KXCI Membership Director; George Ferris, KXCI Volunteer; Paul Mooney, visitor from Hawai'i and CAB member of Kauai community radio station

Everyone shared what they love about KXCI.

2. Review, correction, and approval of August 2015 minutes. Note place and date of Governing Board meeting. Motion to approve by Donna; 2<sup>nd</sup> by Ashitari.
3. Veronica reported that at the last meeting of the Governing Board, she presented CAB history and successes of the current CAB.
4. Discussion of draft CAB Charter.

Regarding meeting notification: If CAB chair is not available, chair will contact secretary or other CAB member to notify members of meeting.

Discussion of language regarding CAB membership. Staff and Governing Board Liaison will keep track of CAB terms. Governing Board Liaison will track anniversary dates. It is up to the individual to indicate interest in continuing service on CAB or not.

Discussion of CAB relationship to Governing Board: Katie will check with FCB by-laws to see if CAB is described. Amanda pointed out the CPB requirements that separate CAB and Governing Board. Paul recommends that the Governing Board revisit the CPB regulations.

Discussion of how CAB communicates with Governing Board. Decision: effective immediately, the Governing Board will be copied on CAB meeting minutes through the Governing Board President and the Liaison to CAB.

Motion: the draft is a working living document to be forwarded to the Governing Board for approval.

Discussion of nomination language: applicants for CAB must first be approved by CAB and then by the vGoverning Board. Prospective CAB members must first attend a meeting of the CAB.

Discussion of whether CAB members need to be KXCI members. Decision: KXCI membership should not be a requirement for CAB. One of ten listeners is a member. Having non-members is representative of the community. Could help us develop the bridge between being a listener and a member. CAB are volunteers which is giving back to KXCI.

Delete "specialized" from mission of CAB.

Michelle pointed out that ten hours a year of volunteer service to KXCI constitutes membership, according to the by-laws.

Paul urged the CAB to include in the charter language from CPB document, that the CAB is the opportunity for the public to be heard.

George offered a history of the CAB at KXCI.

Discussion: does/should charter define how the CAB does its outreach? CAB has been working on a survey about CAB activities.

Thanks to Katie for her participation.

## 5. Staff Reports

Michelle:

The next membership drive starts March 28; goal is to position the station for Arizona Gives Day on Tuesday April 5. Moving into an era of holding three annual operational fundraisers throughout the year with goals of raising \$100,000: March, August, and December. Staff are talking about revising the fundraising language from "membership" to "annual fund." Membership is expected to raise \$300,000 a year. Supplementary income: direct mail, auctions, employer match programs. Going past ten days for a drive pushes away listeners. Looking at ways to minimize and improve the data processing. Trying to move away from incentives.

The CAB members are on KXCI's list for volunteer requests. Veronica noted how much she enjoyed thanking people who gave to the station. It means a lot to the givers to be thanked, even for the smallest amount.

Significant growth in memberships: Sustaining Members are now one-third of the membership. Total membership is now about 3000.

Ashitari noted that public television drive style includes incentives, legacy gifts, and follow-up thank you. Michelle mentioned that CDs are less available now, KXCI tries to be mindful about using local resources with incentives.

Amanda:

On Tuesday, March 1, there will be a station-wide training session for volunteers, at YWCA, 6:00-8:00 PM. Goal Busters will be there for training.

Amanda distributed data about PSAs and Public Affairs. Listenership went up 2200 this Fall from the previous Fall. Starting to tease out the data.

6. Adjourned at 7:31 PM.

Respectfully submitted,

Mary Beth Haralovich

Stand-in Secretary