

KXCI CAB Committee Meeting Minutes

Tuesday, May 24, 2016

485 S. Main Avenue

Attendance: Mary Beth Haralovich, Amanda Shauger, Keith Kanzler, Douglas Glasson, and Donna Shay.

Meeting was called to order by acting President Mary Beth Haralovich and attendance was taken.

- Mary Beth acting as President for meeting.
- This meeting was announced on air on KCXI
- Minutes from last meeting were reviewed and approved.
- CAB Board Application discussed and pending for review and approval.
 - Amanda will send it out to everyone for comment and review and approval
- Discussion of CAB leadership recruitment event
- Telling people about the CAB.
- Currently we have seven members on the CAB.
- New members since June 2015.
- Four CAB members now entering their 3rd two-year term
- We may need to identify and select officers – president/vice president/treasurer
- Need quorum to set.
 - With seven members we need four for a quorum
- We may want to put officer selection on agenda for next meeting.
- CAB's next step:
 - Review Recruitment Application
- Ideally meetings should be on the second Tuesday of August, November, February and May
- We need a minimum of two and preferably four
- Target is September 14th – Wednesday for Next Meeting
 - And then the next meeting in November 2016
- Keith Kanzler will be cycling off the Board
- Question: Would he consider joining the CAB Board
- His term is up in June, 2016
- Governing Board updates
- Big board has a New Treasurer – who is very competent
 - Kevin Yeanopolis (sp?) – trained accountant
 - He had been also on the Fox Theater Board
- Governing Board Election going on right now
- Those newly elected members will be seated in June

- Report on Capital Campaign – Pretty quiet right now
- Management is still working out signal issues with the new antenna.
- They are still accepting money
- They have been talking to a new engineer
- The new transmitter at First and Grant is licensed as an auxiliary transmitter
- Discussion of tower issues.
- Management is looking at into a possible remote studio – Storefront Studio maybe on Congress
 - In the old Hair Salon at Hotel Congress
 - In discussions with Richard Oseran
- \$719,000 in pledges so far in the Capital Campaign.
- \$630,000 has been collected so far.
- Discussions of developments at the station.
 - Bridgitte is a volunteer who has been doing a lot of decorating at the station
 - Including painting murals and installing upholstery on walls.
- The plan is to move towards multi-media at the station
- There was discussion of putting cameras into Studio 2A to film live performances.
- Discussion of recent programing efforts:
 - For International Women’s day programming, they interviewed women from the Unidas Program
 - Mary Ann Beerling set up interviews
 - They made recordings and they were great
 - Beerling is at U of A Journalism School - she did interviews with international women, including from Afghanistan
 - Peter Frampton came to KXCI and was interviewed.
- Quick updates:
 - The last Membership Drive was in late March through early April
 - The goal for every Membership Drive is \$100,000.
 - Moving from two drives a year to three times a year
 - Operating station for 650,000 a year but membership only brings in half.
 - We need to start growing our organization
 - Drives that are too long are driving people away... So with too long a drive, you reach the point of vanishing return.
 - We want our fundraising time to be one week or ten days only
 - Three drives with \$100,000 per drive equates to \$300,000.
 - We need to be smarter about fundraising
 - Have seen an increase in memberships from the northwest zip codes
 - We need to have a better sense of what our tower/antenna situation will be.
 - There is new software coming in from Michelle Boulet (sp?)
 - Will help us with mitigating loss from outdated credit cards, etc.
 - Direct mail can be very helpful in raising money
 - Also email campaigns

- We are still learning about how to engage people for fundraising.
- Sustaining members are about 30% of our memberships
- Generating about 70,000 a year
- The big Goal is to reach \$1,000,000 range and hire an education director
- We know that adding days to the drive drives members away.
- Our star product is our on-air programing, and a Membership Drive takes away from that.
- AZ Gives Day produced about \$17,000
- Plus a Power Hour prize of \$2500
- AZ Gives day is getting more competitive now because more organizations are participating.
- Fundraising could be project specific.
- KXCI got a new server and it has been installed.
- Out Loud and Proud
 - Woman came to orientation and was trained to edit.
 - Working on locating black and LGBT folks in Tucson
 - Now working on Programing
 - Another pair from U of A working on gender issues program
- Amanda discussion of Library Partnership on Streaming Local Music – Local music artists. Discussions just now beginning.
- John Coinman to give a Benefit Concert for KXCI at Monterey Court on June 17th.
- CAB members can certainly participate in ongoing KXCI fundraisers.
- Adjourned at 7:30.