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


- 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.