

## KXCI CAB Committee Meeting Minutes

Tuesday, September 14, 2016

KXCI Station – 220 South 4<sup>th</sup> Avenue, Tucson

Attendance: Mary Beth Haralovich, Amanda Shauger, Ashitari Perez, Douglas Glasson, Michelle Boulet-Stephenson,

Meeting was called to order by acting President Amanda Shauger and attendance was taken.

- Amanda acting as President for meeting.
- Meeting Minutes from May 24, 24, 2016 reviewed, and recommended to be approved.
- With only five attending, not enough members for quorum, and to approve the minutes.
- Discussion of three two-year terms as term limit for CAB members.
- Governing Board Meeting scheduled for Sept 15<sup>th</sup>
- Programming Issues were discussed.
- There was discussion about recruitment.
  - Mary Beth is trying to recruit Theresa Kirkendoll
    - She is a strong listener
    - Advocate for the station
  - Think about your contacts
  - Keith Kanzler is interested but was out of town this week.
  - Qualifications we would like to see for KXCI
    - People who reflect the diversity of our membership
    - Not supposed technically to have the on-air people on the CAB.
    - We want people who can provide feedback on our programming
  - Ashitari: We need more multi-cultural representation.
  - Ashitari: We also need younger people to participate too.
  - A draw is the Electric Field folks on Friday night
  - Invite the on air people to invite participants on the air.
- Amanda considering a CAB Open House Mixer in Mid-November at Station.
  - Looking at 14<sup>th</sup> 15<sup>th</sup> 16<sup>th</sup>
- Michelle: Does CAB have a Mission Statement or elevator speech we can use on attendees?
- CAB can be a platform for volunteering
- Can be a place to learn about the station
- Is definitely a place to give feedback to the station.
- General Question: What do members get out of their experience and tenure?
- Talk to your tribe and find out what they want.
  - But move beyond the tribe and bring in new interested members.
- Ashitari: Is the station feeding everyone? Does it mean something to everyone? Or is it just feeding a few?
- The historic demographic was white male.

- Where are we going? Are we moving beyond that demographic?
- Who is included?
- Go to KXCI website and go to Radio Free Music. There is a two weeks' worth of recordings of music shows.
- Review of PSAs:
- Lots and lots of requests coming up.
- PSAs for organizations that help people. Pima Public Library, non-profits.
- Black Film Club reached out to the station.
- KXCI has had a couple of Youth DJ classes this summer.
- Bridgitte co-taught the Youth DJ classes for the first time.
- Rick Small also returned to teach.
- Bridgitte is also teaching adult classes on some Saturdays.
  - The adults come for three Saturdays in a row for theory and then come in for practical training and shadowing.
- The station's partnership with Creative Tucson is exciting.
  - Proposal awarded to Brink Studios
  - Brink Studios is teaching classes in video
  - Cox TV channels 12 and 20
  - There is a Video Camera now in Studio 2A.
  - Some Video may be on line.
  - Go to CreativeTucson.org
  - Filming Locals Only now
  - Last week Mayor Rothschild was videoed.
- Out Loud & Proud is still in production.
- TC Tolbert wanted to work on a trans art program, and it is still happening.
- Also, there is a new podcast "Pedaling the Pueblo," which is really cool.
- Also Saguaro Minute – celebrating the Saguaro cactus.
  - There was a huge dance celebration at the Saguaro
- Studio at Hotel Congress is working out well.
  - The Drawings look great
  - Barber equipment removed and space painted.
  - Plan is to have most daylight and early night time shows will be out of there eventually.
  - Will start out slowly.
  - The on-air Music may be piped out onto the street.
  - Hopefully it will be a source of new members and will be a draw for folks on the street.
  - Lot of work to be done with sound dampening.
- Saturday Oct 1<sup>st</sup> – Ani Difranco Benefit show.
- New Grants Committee formed in the Governing Board.
- A good way to build capacity.

- The station has the El Casino Ballroom reserved for Dec 9<sup>th</sup>... Looking to have a Lalo Guerrero 100<sup>th</sup> Birthday party.
- Michelle: Looking at an End of the Year Gratitude Mailing... with real signatures.
- Looking at a big volunteer effort to make “Thank You” calls to all folks who have given \$200 or \$100.
- Most Non-Profits earn 70% of their income in the last two weeks of the year.
- “Thank-a-Thon” Parties.
- Michelle: These are Opportunities to reach out to people and thank them.
- Donors really appreciate personal calls.
- The effort is to ramp up that sense of gratitude.
- We are looking at a 10-day drive in December.
- Maybe starting on November 29<sup>th</sup> start and ending on Dec 9<sup>th</sup>.
- Michelle is still working on goals for membership and the drive.
- The last two Decembers have been good for KXCI.
- Regarding the Governing Board, the push has been to get Governing Board members with Development experience.
- We are looking at November 14<sup>th</sup> 15<sup>th</sup> or 16<sup>th</sup> (Monday, Tuesday or Wednesday) for Recruitment Party / Open House.
- Next Meeting will be Post-Open House Meeting
- Doodle Poll to find out what is realistic for the Next Meeting after the Recruitment Party.
- Meeting closed at 7:45
- The End.