

DRAFT

KXCI Community Advisory Board Meeting Minutes

Wednesday, August 23, 2017

5:30 PM

KXCI Station – 220 South 4th Avenue, Tucson

Present: CAB members Douglas Glasson, Mary Beth Haralovich, Robin Parker

Absent: Teresa Kirkendoll, Teresita Olivares, Donna Shay

KXCI Staff present: Amanda Shauger, Kurt Reighley (DJ El Toro)

Guests: Laura Reese (KXCI Governing Board), George Ferris (KXCI DJ)

1) Meeting called to order by Doug and attendance taken. Ashitari Perez has resigned from the CAB due to many commitments.

2) Meeting minutes from May 31, 2017, were affirmed (without full quorum present).

3) Recruitment and inviting new members to CAB.

Doug has several leads on potential CAB members, younger people who like music.

Amanda provided a history of recent Governing Board involvement with CAB, such as the 2012 mixer and Governing Board committee which energized the CAB.

Doug suggested we schedule another mixer. Ask CAB, DJs, Staff, and Governing Board to identify people to attend. Doug will ask his law firm to fund catering for the mixer. Share the CAB charter with people the night of the mixer.

At the mixer, be sure to make the distinction clear between CAB and Governing Board. Laura encouraged CAB bring information to the Governing Board, to help inform the Governing Board about what CAB is talking about.

Doug will attend next Governing Board meeting, in September, to explain and promote the mixer. We will look to have the mixer in February.

Mary Beth suggested looking at guests who appeared on public affairs, as potential people to invite to the mixer.

4) KXCI update

A KXCI member, new to Tucson, donated a new fine Samsung large screen video monitor to KXCI. The screen resides in the meeting room.

Executive Director Kathy Rivers would like CAB to survey KXCI members. Robin prepared one a few years ago, a survey of what members would like to see on KXCI. Amanda brought the results of a survey conducted in 2012 where the issues are: The Border, Health, Education, Arts & Culture, Environment, Social Services, Budget/Economy. Amanda attended a conference of National Federation of Community Broadcasters where she learned that some stations use surveys conducted by other community organizations. MAP at Eller College is one local survey. SAFE's recent survey is another.

Robin complimented the new KXCI website, how easily she uses it.

Amanda presented KXCI Public Affairs/Public Interest Log and list of PSAs. Tucson has something like 2000 non-profits. Laura commented that Tucson has more non-profits per capita than nearly any other city.

Amanda shared some of the responses that KXCI has received to Community Impact Announcements. Mobile Meals asked KXCI to stop running the PSAs because they received more than enough volunteers. Community Home Repair was contacted by a woman who didn't have water in her house for a year. Community Home Repair fixed her plumbing and now she takes care of the neighborhood garden. Amphi High wrote to say that the KXCI PSA generated real interest for their volunteer program.

People on commercial radio are hearing about KXCI and call about how to get involved. A mother-daughter duo fly to New York to record their show about healing grief. They came by and took a tour. We need to have production assistants to help people produce here, such as a board operator. Robin asked where the training can be done, a certification class for example. Perhaps at Pima Community College. Someone from Arizona Opera would like to do a show, six promotional podcasts. People could use the Hotel Congress Studio when it is not being used from broadcast.

Kurt reviewed plans for HoCo Fest on Labor Day weekend. Hannah will do Home Stretch. Friday evening will be Wire Service and Electric Field. Saturday and Sunday — interact with the public — have tours, encourage public to donate a record or CD. "Load the Library of Congress" - catchy!

Kurt discussed the Fall Membership Drive — slated to start on September 12. Final flourishes to the database conversion. Two weeks. Theme: Tucson Sounds Better With You. TV commercial will run on seven different channels via Cox. During the drive, there will be a digital only version with a slightly different voiceover, with call to action to donate to KXCI. Amanda used the new video monitor to show the tv commercial to CAB.

There will be many volunteer opportunities to answer the phones and thank members, during the membership drive.

The Governing Board has made a successful push to become robust — three new members elected, two new members appointed.

Auction raised more than \$8000.

5) The next CAB meeting will be Tuesday, November 14, 2017, at 6:15.

President Doug adjourned the meeting at 6:46 PM.

Respectfully submitted,

Mary Beth Haralovich
CAB Secretary