

DRAFT

## **KXCI Community Advisory Board Meeting Minutes**

**Wednesday, May 31, 2017**

**5:30 PM**

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

Present: CAB members Douglas Glasson, Mary Beth Haralovich, Teresa Kirkendoll, Teresita Olivas, Donna Shay. KXCI Staff Amanda Shauger and Michelle Boulet-Stephenson.

Guests: George Ferris, Hannah Levin

Absent: Ashitari Perez, Robin Parker.

1) Meeting called to order by Doug and attendance was taken.

2) Meeting Minutes from February 31, 2017 reviewed and approved.

3) Recruiting and Inviting New Members

Goal is for CAB to be diverse and inclusive.

Perhaps have a focused task meeting to discuss CAB recruitment.

Discussion of size of the CAB. Recruitment ideas: Invite folks to sit in on a CAB meeting. Have DJs promote the CAB. Have a raffle to join the CAB. Have a happening, a mixer. Pear Up with Us. Facebook event. Learn about KXCI painlessly. CAB is fun, not the obligations of Governing Board service, for example. Think about pitch ideas.

Working meeting about CAB recruitment set for June 14, Wednesday, at the KXCI Studio at Hotel Congress, 5:30.

4) KXCI update

Summer Youth Classes: Teen DJ Camp begins in June and two sessions for youth aged 9-12 begin in July. Turtle discussed a memorial scholarship in honor of Sister Effie. KXCI already honors up to two scholarships per DJ Kids Camp class. Turtle and Michelle will talk about this further, for refugee students. Amanda mentioned we could do a class for one week, over Spring Break or Winter Break if we have the resources.

Adult DJ Class starts on Saturday, June 3rd. Turtle may take the class and volunteer as an assistant teacher.

CAB reviewed Public Affairs programming and KXCI Community Impact Announcements for January through March, 2017.

People come to KXCI with programming ideas. Time to create a 4-minute show can take more than an hour or 90 minutes. For a half-hour show, it can take two to three hours to edit one show. Discussion of

the various ways that programming ideas appear, are developed, and are produced (or not). KXCI tries to work with as many people as possible.

Bridgitte is teaching classes that are available for sign up through the Creative Tucson platform.

Hotel Congress Studio update: now duplicating some of the core CDs to be located at HoCo Studio. Equipment needs to be set up. The engineer is providing his services as an in-kind donation. Next up is line-of-sight connection between KXCI and HoCo. Much of the equipment has been purchased, 21st century equipment. Plan to have a hard opening over Labor Day weekend in connection with HoCo Fest and right before the Fall membership drive.

Amanda invited CAB members to give tours to their friends of KXCI on 4th Ave and at Hotel Congress.

Video update, in collaboration with Creative Tucson. Duncan put together a posse that comes in for Locals Only. Bridgitte creates graphics. Video goes directly to Channel 20 and to KXCI YouTube channel. Teresita suggested KXCI consider using Facebook Live.

Spring Membership Drive: Michelle gave the update. Raised \$78,000 in ten days on air. Already existing Spring Sustaining Members account for an additional \$45,000. KXCI has added a third drive in December to reach the goal of \$320,000 annual in membership. 70% of funds for non-profits comes in at end-of-year drive. New membership database will start up in June. We will be able to process payments through the database and pull reports and lists.

Fall Membership Drive: starts Tuesday September 5. There will be two five day periods, ending September 16.

KXCI's End of Year Drive: has started on Giving Tuesday, which is the Tuesday after Thanksgiving. KXCI's birthday falls within that period on December 6th. Employer Match Campaign can make a big difference for the station.

Upcoming Volunteer opportunities: help with auction mailing; converting to the new database requires an outreach effort because some of the data is secure and can't be transferred; around HoCo fest and grand opening of HoCo Studio, there will be opportunities.

Tower/Broadcasting system: ED Cathy has is continuing to pursue options.

#### 5) Governing Board update

Instead of having a liaison from the Governing Board, CAB members will attend BOD meetings to report on CAB. Mary Beth attended the April BOD meeting and reported on the topics that CAB discusses.

At the April meeting, BOD members asked CAB to identify CAB meeting times well in advance, so that BOD members might attend CAB. Amanda will inform BOD when CAB is meeting next.

Nominations for Governing Board are due on Friday, June 3rd. Nominations are coming in.

#### 6) Capital Campaign update

KXCI continues to develop major gifts and build relationships. We reached the original Capital Campaign goal of \$760,000 in pledges. We have only \$240,000 to reach the \$1,000,000 stretch goal.

Starting to move KXCI from Capital Campaign to permanent Major Gifts.

To date, KXCI has received four Legacy Gifts. Plans to develop a KXCI Legacy Gift program.

7) Other business

None

8) The next CAB meeting will be August 23, 2017.

President Doug adjourned the meeting at 7:15 PM.

Respectfully submitted,

Mary Beth Haralovich