

KXCI CAB Meeting Minutes for Feb 9th, 2022

Present: Danae Pineda, Fernando Gonzalez

Staff: Stephanie Engs

Absent: Rachel Abraham, Alejandra Pablos

No approval of past minutes. We are starting somewhat fresh for 2022. Stephanie and Fernando took notes during the meeting.

Stephanie is in the process of adding past meeting minutes from 2021 to the website. The current website entry for the CAB is updated with all current CAB members and information to the best of her knowledge.

Program/Community Engagement/Events Update

Black History Month Collaborations

[Black Renaissance and Takeover Lounge Partnership](#)

[UA Humanities Africana Studies Program](#)

24hrs in the Old Pueblo continued bike community outreach February 18th-20th. Hosted by Epic Rides will donate \$91.30 for every hour a KXCI DJ's the event. Spots are almost full! Over 15 years of partnership and nearly 15,000.

Free first Thursdays at MOCA partnership beginning March. March -November, a KXCI DJ will DJ the event. Part of an effort to get more DJs out and engaged with the community.

Thrive in the 05 a collaboration of community-based crime reduction, choice neighborhoods, and workforce and economic development in the 85705 zip code. They are hosting a drive-thru resource event Thursday, February 17th, at Nash Elementary School from 5:30 to 6:30 pm. Neto will table for KXCI. Neto will table for KXCI at the event.

Confluence Center Partnership continues. Stephanie will moderate the Women Amplifying the Border presentation on the 23rd of February. Part of the Confluence Center's Show & Tell Series. Additionally, the Confluence center purchased underwriting as part of the partnership.

Spring Break Youth Broadcasting Camp is happening March 14th-18th. The Level One curriculum will be carried over from the Summer Camps. Work continues on Level Two Youth Broadcast curriculum. The education team is growing with two new members. Momo Williams brings her previous community storytelling experience with the AmeriCorp Food Justice Storytelling Project and teaching experience from the culinary arts program at Sky Islands High School. And Jaime J., our new Music Coordinator, started on Monday, February 7th. He's been an instructor for the camps before and worked with youth for 20 years.

Partnerships in the works for Tucson Hip Hop Festival March 19th-20th and Tucson Folk Fest Collaboration April 1st-3rd. Working to create a sponsor/partner template and define the value of KXCI as a media partner for future community engagement activities.

Giving Tuesday is April 5th, and the Spring Campaign is April 5th-16th. Coordinate with CAB to record Community messages and create social media assets and copy to share with CAB if they would like to do outreach during the campaign.

Discussion and suggestions for community engagement. More outreach to the Spanish-speaking community. Danae's suggested starting to translate social posts into Spanish. Danae and Fernando expressed their willingness to aid in translation for posts. Hannah is creating an editorial calendar for days that KXCI recognizes for on-air programming (i.e., MLK Day, International Women's Day, Clash Day, etc.), which will carry over to social media, newsletter, website, etc. CAB was invited to make suggestions for days. Stephanie suggested Indigenous People Day or a day acknowledging our Indigenous community in Tucson and Southern Arizona as an example.

Discussion of the direction of CAB how can they help, what direction do we want to go? Long-term goals? Fernando suggested reaching out to CABs at other community radio stations of a similar size to learn from them. Stephanie will bring up in the next staff meeting: are there stations we have relationships with?

Survey: Fernando will reach out to Rachel to present the survey to Elva. Discuss in the next meeting if CAB should conduct another survey.

Stephanie mentioned UA student Design Thinking Presentation. Students were asked the question: How can KXCI engage younger listeners? Students delivered a thoroughly researched presentation with three main strategies website, social media, and streaming strategy, answering the question using the Design Thinking framework. Stephanie will share presentation slides and video with the group.

Recruiting and Inviting New Members: Our goal is greater diversity and inclusion for the CAB as a pipeline to the KXCI Board. Fernando expressed his ability to continue as Liaison to the KXCI Board. Recruiting strategies: Stephanie has experience serving on the Make Way for Books Board joined local organizations like Tucson Young Professionals and Local First Arizona with CAB recruitment in mind.

Adjournment. Until next time, bye.