

**KRCU Community Advisory Board
Minutes of the Meeting
March 16, 2016**

CALL TO ORDER

Quantella called the meeting to order at 12:08 p.m. Board members present were: Candice Davis, Betty Martin, Jan Miller, Quantella Noto, Dan Presson & Denelle Smugala, Exofficio members Dr. Frank Barrios, Alex Jackson & Dan Woods were present. Jeanette Lawson was present as secretary. Kristi Thurman from the Southeast University Foundation was present as a guest presenter.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the December meeting was made by Dan Presson and seconded by Candice Davis. The minutes were approved by acclamation.

GENERAL

Dan Woods noted the changes made to the bylaws which everyone received. One amendment was to have a January planning meeting every year. Dan Presson motioned to approve the bylaws as amended. Candice seconded the motion.

Kristi Thurman, Manager of Systems and Research at Southeast Missouri State University shared a presentation she compiled with some interesting statistics regarding KRCU donation dollars and demographics.

Dan informed board members about the interference to the 90.9 FM signal in recent weeks. A paging company with a tower near St. Francis Medical Center was causing the interference and graciously agreed to turn their transmitter off until the issue could be corrected. The station will install a booster on our STL (studio to transmitter link) to increase our wattage to hopefully minimize this type of disruption in the future.

KRCU's program survey is still on the website until March 17. This year's survey contains specific questions regarding *Car Talk*. The station would like to know how listeners would feel about us discontinuing *Car Talk* as it is very expensive for re-runs. We also have to think about what we would run in its place.

NPR is looking at restructuring the networks relationship with stations. Now that their programming is available online and through streaming services, what impact does that have on stations? Should the fees stations pay be looked at in differently? These questions are being explored this year.

Dan discussed changing KRCU's classical music programs to be more like network programs with billboards, etc. This will allow us to air promos for upcoming programs and insert weather and other announcements when the station is automated during a classical shift.

DEVELOPMENT

Alex recapped KRCU's Valentine Party which again was a huge success. The station raised over \$12,000. This was our biggest fundraiser to date. We would ultimately like for the Valentine Party to raise between

\$15,000 - \$20,000. In order to raise revenue the ticket price would have to be raised. The station has the party booked for next year at the Isle.

Alex discussed the possibility of a “Celebrity Waiter” fundraising dinner and asked the board for input. This is an event that we are considering doing in the fall in place of Concert in a Cave. Alex and Dan are going to talk to Isle of Casino regarding holding the event there. Sponsors will also have to be acquired. More discussions and details to come.

The station would like to welcome two new underwriters, Velocity Electronics and Marcy’s Planet Shoes. Proposals are out to Tom Meyer Realty, Eye Care Specialists & Hutson’s Fine Furniture to sponsor “To Your Health.” Ipseity Creative, Rice, Spaeth, Summers & Heisserer, Wood & Huston Bank and Ameren have renewed their underwriting contracts, and we are waiting for trade agreements to be signed with Saffron and My Daddy’s Cheesecake.

Alex reminded everyone about KRCU’s Membership Breakfast with guest speaker, NPR’s Neda Ulaby is coming up Wednesday, April 6 at 8 a.m. The breakfast will be held at the Wehking Alumni Center on Broadway and the goal is to raise \$5,000. We would like to thank Tim Domian from Edward Jones for sponsoring this event. The station will hold a Circle reception with Neda the evening before the breakfast.

OTHER

2016 Board meeting will be: June 15
 September 21
 December 21

Meeting adjourned at 1:08 p.m.