

KRCU Community Advisory Board

Minutes of the Meeting

March 15, 2017

CALL TO ORDER

Dan Presson called the meeting to order at 12:12 p.m. Board members present were: Candice Davis, John Dodd, Karie Hollerbach, Betty Martin, Sara Moore, Dr. Quantella Noto, Dan Presson & Denelle Smugala. Ex-officio members Alex Jackson & Dan Woods were present. Jeanette Lawson was present as secretary.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the December meeting was made by Quantella and seconded by Betty. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan Woods welcomed new board member Sara Moore. Sara is the new Executive Director of the Arts Council of Southeast Missouri. Rob Stephens and Diane Howard termed off the board so we still have one more seat to fill.

Federal and State Funding: From Dan sitting in on two NPR webinars the consensus with federal funding is that there is fairly broad support for public broadcasting by both republicans and democrats on Capital Hill and so public broadcasting funding will probably be ok. The station receives about 18% of our budget from the federal government. The state funding picture is a little more ominous because of the 3+ million that the University had to cut from their budget for FY'17 and then over 6 million will have to be cut in FY'18. The station will have to watch to see what happens as far as the state funding. Currently, the station receives almost half of our operating budget from the University.

The program survey the station usually conducts around March each year has been postponed to April in order to promote the survey on-air during the membership drive. Previous survey participation was low at around the 100 mark. We are hoping to receive at least 200 responses this time around. Another survey the station is working on is "The Value of KRCU" survey. The purpose of this survey is to come up with a tag line for the station.

Early plans were to do conduct the spring fund drive from the new live performance studio, though at this point we are not sure that will happen. The automation program and other things still need to be installed.

The station is now airing Missouri News in *Morning Edition*. We get the news from St. Louis Public radio's reporter in Jefferson City.

Programming Update

The module, *Let's Talk Business* with Shad Burner from the Chamber of Commerce is now airing Mondays at 6:31 and 8:31 a.m. *From the Box Office* with Ellen Farrow, Box Office Manager at the River Campus, is scheduled to debut in April and will air Wednesdays at 6:31 and 8:31 a.m. This module will highlight River Campus Events. Dan Presson thought it would be beneficial to run *From the Box Office* during *Weekend Edition* also if possible.

DEVELOPMENT DIRECTOR'S REPORT

Alex brought board members up-to-date on underwriting contracts. We are happy to announce a new underwriter with two businesses -- Wilderness Lodge & Resort in Lesterville, MO and Community Day School, Christian School for the Young Years has come on board. At the end of March, Jayson Jewelers will be back with a new underwriting contract. It has been about 5 years since they did anything with the station so we are excited to have them back. Hutson's Fine Furniture came on as a sponsor of *Almost Yesterday*. Community Gardens did a short buy, and we are currently working with the Missouri Coalition for Quality Care who want to promote their elder and handicap abuse hotline. Wood & Huston's renewal is coming up soon and we are optimistic that they will renew. Tim Domian, Edward Jones Financial also renewed and we are waiting to hear from Terry Godwin-- also Edward Jones Financial.

"KRCU on Tap at Minglewood Brewery" was very well attended and raised about \$3,000 for the station. We thank Andy Layton for his efforts in all the planning and organizing of this event. All the station did for this even was promote it. The Valentine's Party was also a huge success raising \$13,700, a \$1,600 increase from last year. Tickets sales were a little lower. We are going to look into a different band for next year's since Shades of Soul is doing so many events the weeks previous to and after ours. This may be why our ticket sales were lower. There was also some discussion on some different sponsor opportunities as opposed to presentation. Some suggestion include a happy hour before the dance to mingle with sponsors.

The Spring Membership Drive is April 5 through 12. Alex will be soliciting corporate matches. He hopes to get 6 at \$1,000 each.

Alex is visiting Farmington once a week, and the station has become an Impact Partner with the Chamber of Commerce to increase our visibility in the Farmington area. Alex has met with Sarah Haas at Mineral Area College to see if we can collaborate with them on their on-campus recording studio.

To help increase awareness about Public Radio we have recorded three 30-second commercials to use on social media. The first commercial includes all our local show hosts.

Karie motioned to adjourn at 1:13 p.m. Quantella seconded the motion.

OTHER

The next meeting of the Community Advisory Board will take place Wednesday, June 21, 2017 at noon at Catapult.