

KUVO/KVJZ COMMUNITY ADVISORY BOARD

Minutes meeting April 21, 2015 at KUVO Community Room, 2900 Welton St., Denver

Attendees:

Phil Cortese (Chair)
Carolyn Livers
Jeffery A. Brimer (Vice Chair)
Wayne Fowler
Chris McNaughton
Woody Laughlin
Paul Bates (on the phone)

Absent

Nasiri Suzan
Erica Garcia
Percy Lyle

KUVO staff

Steve Chavis

Guests

Elizabeth Mayer, Director of Community Engagement & Audience services at RMPBS
Natasha, RMPBS
Colin Paley (Max), potential new member of the KUVO CAB

Call to Order: Meeting called to order at 8:00am

Motion to Approve Minutes: The minutes of the March 17 meeting were approved.

Action and Discussion:

Colin Paley (Max) was introduced to the board as a potential member. His resume was presented and a discussion of his experiences and qualifications followed. Max learned about the CAB during a volunteer stint at a KUVO pledge drive. Max has lived in the Denver area for the past seven years. He teaches and performs at musical events. He commented that a lot of young people do not know KUVO because of the common use of music streaming through sites such as Pandora. He is an advocate of social media as one way to attract younger listeners to KUVO. Questions and discussion followed. A vote was taken and it was unanimous that Max be welcomed as our newest member of the board.

Elizabeth Mayer, Director of Community Engagement & Audience services at RMPBS said that Phase 2 of the feasibility study of a capital campaign is in process. The campaign will be primarily to fund a new building for RMPBS. The building or site has not been identified. The results of the study will be presented to the RMPBS Board in June. A discussion followed about the benefits of having a central location for jazz activities in Denver. No conclusion was reached.

Elizabeth reported on the RMBPS volunteer celebration party that was recently held. It is estimated that \$300,000 is the value of the volunteer support. Woody was in attendance at the party.

Elizabeth is impressed with what KUVO is doing to celebrate 30years on the air and RMPBS is currently in the process of planning for its 60th year on the air. RMPBS is looking at best practices for audience engagement. A discussion followed about the news and its impact on the community. RMPBS recently hired 5 young reporters and they understand the importance of social media and streaming and the challenges that presents.



Natasha of RMBPS reported on the KUVU web site which she is responsible for. She met with Steve to see how the CAB can improve its presentation on the KUVU home page. The purpose is to make the CAB more accessible to the public. We are looking to make contact with individual members much easier and to post our monthly agenda and minutes on the web site. The goal is to improve community relations and to improve response time to community comments and questions. It was also mentioned that Nasiri, Steve and Arvida are working on a survey of KUVU volunteers that will use the fine job that RMPBS recently did in surveying their volunteers as a model.

Carolyn, a member of the outreach Committee reported on marketing events at KUVU including the 30 best jazz songs (which had many participants in the voting), the continuing project of video and recording 30 up and coming jazz musicians, a contest running from May 11-17 to get listeners excited about Live from the Vineyards and marketing plans for the upcoming Five Points Jazz Festival.

Paul gave a report on the jazz events in the Vail Valley. The artists for the Labor Day Jazz Party are signed up as are a number of the Thursday jazz events held during the summer in Lion's Head. The year-long jazz education with elementary students in Eagle County will culminate with a free concert at the Vilar in Beaver Creek on May 4 and 5. The Vail jazz Foundation has a gala event on July 13 that will celebrate the 100th birthday of Frank Sinatra. Curtis Stigers will be performing with the H2 Big Band. It is a benefit for Vail Jazz education programs. The public is invited. On July 13 KZYR radio of Minturn will be sponsoring four first Friday jazz events beginning in June to be held in River walk which is located in Edwards. Paul is attempting to get a meeting with himself, the Vail Foundation and Tina Cartagena for discuss ways they can cooperate.

Wayne Fowler brought up an interesting question, what is the target audience for marketing, social media, membership, fund raising etc. for KUVU. The discussion was centered on whether it was confined to the state of Colorado and the Denver metro area, the western slope, Colorado Springs and other areas in the state, as well as, international. Phil knew that there were efforts being made to provide a signal for broadcasting to the western slop and possibly Colorado Springs area but it was still not clear what the target areas are. It was suggested we have ask an board member from the executive board of directors attend a meeting and possibly establish a liaison to the KUVU CAB for these type of questions. Phil will make contact with Chad Hollingsworth VP to the BOD.

In the discussion about who is our audience. Steve said 95% of KUVU's financial support comes from the metro Denver area. Steve reported on the upcoming Five Points Jazz Festival and on the Cinco de Mayo event. KUVU is expecting to broadcast live from these events.

Next meeting: The next meeting is scheduled for May 19 at KUVU.

The meeting was adjourned at 9:40am