

Draft minutes

KUVO/KVJZ COMMUNITY ADVISORY BOARD

Minutes August 18, 2015 meeting at RMPBS, 1089 Bannock Street, Denver

Attendees:

Phil Cortese (Chair)
Jeffrey A. Brimer (Vice Chair)
Carolyn Lievers
Nasiri Suzan
Percy Lyle
Woody Laughlin
Max Paley
Paul Bates

Absent

Wayne Fowler
Chris McNaughton
Erica Garcia

KUVO staff

Tina Cartagena
Steve Chavis

RMPBS Staff

Elizabeth Mayer, Director of Community Engagement & Audience Services
Amanda Mountain, Executive Vice President and Chief Marketing Officer
Marissa Johnson, Corporate Attorney

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

Motion to Approve Minutes: The minutes of the July 21 meeting were not available and will be approved at the next meeting.

Action and Discussion:

The August 8 fundraising gala was a success. 1257 tickets were sold which was more than hoped for.

Discussed our "homework assignment" which was to ask folks what three words come to mind when you think of KUVO/KVJZ. Interesting conversation followed but nothing of major importance was mentioned. Suggested that this continues to be a "homework assignment" for the CAB members.

The 30th anniversary display at the Five Points library has been successful with patrons wanting more.

The email access to the CAB is up and running on the KUVO/KVJZ web site. Three emails have already been received.

The preparation of an annual report of the CAB to the RMPBS Board and staff was discussed. Goal is to have it prepared by November and then presented to RMPBS in January

The definition of our community was discussed. What is our community and do we meet its needs. The Communication Act has to be reviewed in conjunction with this question. Future discussions will continue on this important issue.

Tina presented an overview of the KUVO/KVJZ budget. For the first time the annual budget exceeds one million dollars. There was an increase in sustaining members from 1,499 last year to 2,106 this year. The support of RMPBS and the successful annual gala has been very beneficial. Natasha was thanked for all the help she has been providing to KUVO/KVJZ. Successful efforts are being made to keep operating expenditures from rising but there has been some major equipment failures in the past year. There is a big expense in merging the KUVO/KVJZ data system to that of RMPBS. Engagement of our listeners is key. In our membership renewal letter we are asking the listeners how we can do better.

Amanda gave a presentation of the current state at RMPBS and the major capital campaign that is planned to fund the physical expansion. RMPBS membership is now 72,000 which is up from 60,000 three years ago. During the same period underwriting income has risen from \$1.5million to \$2.5million and members giving \$1,200 or more per year has risen from 400 people to 530 people. The fiscal year is the black in part due to a large unexpected gift. Financially, it is the best year ever. The capital campaign goal is to raise 75% of the needed funding before the campaign begins the public phase. To date there is \$10-15million in soft commitments for the capital campaign needs which could exceed \$30million. There is a leadership gift in the area of \$5 to \$6million.

Marissa presented the plans for the proposed new building which is planned to be located at Arapaho Square, a neighborhood where RMPBS feels it can make a positive difference for the city. The city wants the Square (which will be an entire city block) to be called the gateway to Five Points neighborhood. Negotiations are concluding to obtain the needed land. Besides the RMPBS headquarters it is proposed that the block will contain a multi-family residential building, a school and commercial shops. The proposed office building will have 60k square feet of office space, a 400 seat theatre and parking for 450 cars. A model of the block was shown to the CAB. Amanda stated that for the project to be successful it needs to be more than just a building. It has to invite the public. It is an exciting project and there is nothing in the USA that has such a scope and vision. Hope is for a soft ground breaking in the first quarter of 2016 with shovels on the ground in the spring of 2018. There are no plans yet as to what will happen with the current KUVU/KVJZ space.

Steve gave a report on the happenings at KUVU/KVJZ. The proposed project at Arapaho Square will raise the profile of KUVU/KVJZ dramatically. Next week KUVU/KVJZ will be broadcasting live from Dazzle's as part of our 30th anniversary. The annual "Kid Fest" will be held at September 12 at RMPBS and Victor will be the emcee. Steve gave each CAB member a book, "Every Gift Matters" that contains a personalized signed note by the author, Carrie Morgridge.

Elizabeth reported on the updated volunteer survey. Phil stated that it is very important to keep the volunteers engaged.

Next meeting: The next meeting is scheduled for September 15

The meeting was adjourned at 9:45am

Respectfully Submitted by:

Paul Bates

Approved by:

Phil Cortese, Chairman