

KUVOJAZZ

COMMUNITY CULTURE MUSIC

KUVO COMMUNITY ADVISORY BOARD MEETING Minutes *May 17, 2018*

Attendance: Nasiri Suzan, Jeff Brimer, Jeff Baron, Max Paley, Carolyn Leivers, Djamila Ricciardi, Wayne Fowler

Guest(s): Dele Johnson (prospective CAB Member) and Matthew Goldwasser (Volunteer host)

KUVO Staff Present: Tina Cartagena

Special Presentation/Guest Speaker: Beth Barbee

Meeting begins at 8:20 AM

General Business: Approve April Minutes – Jeff Baron made a motion; Max 2nd; all present members voted “aye” to approve the minutes. No changes or amendments made.

1. Host Night Out Comments

- a. By and large the event was viewed as a success. Those in attendance seemed to have a lot of fun and having it take place at Dazzle took the whole event to the next level
- b. It seemed like less On Air Hosts were present than originally expected. Not sure why. The RSVP indicated that about half the attendees would be volunteer hosts but that ended up not being the case. Something perhaps to discuss for next year’s event
- c. Jeff Baron mentioned that HAZEL MILLER would like to commit to performing at the next HNO for free (!!)
- d. **Follow up:**
 - i. CAB should establish a date for next year’s Host Night Out
 - ii. Jeff Baron should get back in touch with Hazel and confirm/book date

2. Balistreri Live at the Vineyards Event

- a. A brief discussion was led by Nasiri about whether or not we should do more than we have in the past.
- b. Decision made collectively to “do what we usually do” – i.e. if comfortable, donate an item or money for a basket or an item for “Everybody Wins” and give to Arvida.
- c. Group decided to table this discussion for next month if deemed necessary

3. Recruitment and Nominating Committee Update:

- a. Recruitment is moving along well. The goal is to have targeted outreach and recruitment take place June and July, with nominations in early August
- b. **Follow up:**
 - i. Djamila in consultation with Nasiri will send website updates to Nathalie and Arvida to update the CAB page on KUVO website.
 - ii. Djamila will create an online Application form and will share link as well as “outreach language” to members of CAB
 - iii. Djamila will coordinate with KUVO staff a time to record on-air spots for recruitment.

- iv. Nasiri will send information for Susan Barber to post in volunteer newsletter
- v. Djamila and Nasiri will work together to send info to Arvida to post in “Oasis” newsletter and also email out to KUVU volunteer corps.

4. CAB Campaign (Brief Overview)

- a. Phil shared the following outline (based on a conversation with Tina) about the direction we as a CAB are hopefully able to move towards.
 - i. Present a CAB question of month to listeners. This maybe in the newsletter, aired on the radio, or a social media platform. Question will be vetted first with Tina.
 - ii. At events like Balistreri vineyards or sustaining member party staff recognizes the CAB and lets people know how to engage us. Possible tailored notes for different events.
 - iii. Collaborate with staff on one community meeting a year. This could be chat session at a coffee house on community center. This will need more vetting on possible topics, how we gather information etc.
 - iv. Work on the webpage to make it easier to find the CAB.

5. Beth Barbee Presentation on Overall Organizational Strategy – FY19 Strategic Overview

- a. There is a two pronged approach to the way RMPM is viewing strategy, first on an **organizational level (Rocky Mountain Public Media)** and on the **service brand level (KUVU and PBS – radio and TV)** the one key takeaway is that **the mission – vision – and values are the same across the board**, however, the **positioning – look and feel – and logos** are different. ...the mission is to **“strengthen the civic fabric of Colorado through public media”**
- b. There is a long-term multi-year vision for RMPM, outlined as follows:
 - i. **Year One: “Trains on Time”** – establish operational excellence (talent, tools, technology, track record)
 - ii. **Year Two: “Exploring New Routes”** – infrastructure and innovation (test, learn, apply)
 - iii. **Year Three: “Full Steam Ahead”** – engagement and impact (create, collaborate, connect)
- c. **Follow up:** CAB will process information and discuss briefly at next CAB meeting. In particular, we will consider our role in terms of getting community feedback (relationship to phase 1 – listening tour....community focused decision making)

NOTE: Steve Chavis will be our next Guest Speaker for June 21st meeting. He will do a 20-min. deep dive into KUVU Programming to include the following:

Overview, Objectives, Decision making, How does a new show get on?, Program development, How are shows evaluated?, The Jazz Footprint – weekdays and weekends, Specialty – “roots” shows and hosts

Meeting concludes at 9:40 AM

Submitted by Djamila Ricciardi, secretary 05/30/18