

KUVOJAZZ

COMMUNITY CULTURE MUSIC

KUVO COMMUNITY ADVISORY BOARD

Minutes April 18, 2017

Members Present: Phil Cortese, Djamila Ricciardi, Jeff Baron, Wayne Fowler, Nasiri Suzan, Colin (Max) Paley, Jeffrey Brimer (phone)

RMPBS Staff Present: Elizabeth Mayer, Shawn Jones

KUVO Staff Present: Tina Cartagena

Guests: Jeanette Smallwood, Marketing Coordinator

Handouts: KUVO CAB Meeting Agenda, KUVO Community Meeting Overview Draft, Listening Tour Survey Questions Draft, Audience Demographics, How We Use Social Media, Social Media Strategy and March Meeting Minutes

BUSINESS DISCUSSED:

1. **Updates and Needs for KUVO Community Meeting:** Nasiri updated the KUVO CAB on the upcoming KUVO Community Meeting.
 - a. **UPDATES:** Nasiri, Tina, and Elizabeth have tightened the timeframe and agenda for the Community Meeting. There is now a more active focus on the community, rather than on performers or speakers. Nasiri, Tina, and Elizabeth also walked the space at Redline. Elizabeth stated that it seems like a great space to facilitate an involved and engaged community meeting. There will also be a new exhibit from the ArtCorp Mentoring program-- middle and high school students who work one-on-one with an artist surrounding a social justice issue-- opening at Redline. The KUVO Community Meeting attendees will be the first to see this exhibit.
 - b. **NEEDS:** Nasiri petitioned someone from the group to purchase supplies and beverages from Costco, using the CAB's budget. Max offered to do the purchasing. The group also discussed whether to have alcohol at the Community Meeting. Elizabeth asked the group to consider the pros and the cons. The pros were that the meeting would fall within happy hour and that KUVO has served alcohol at similar events in the past. The con was that the group was unsure if the KUVO Community Meeting should be associated with drinking. Djamila said that she would figure out the logistics of serving alcohol at Redline and get back to the group.
2. **Listening Tour Survey Questions (Draft):** Tina facilitated a CAB discussion regarding potential Listening Tour survey questions. The KUVO Community Meeting would be the first time these questions, which are aligned with RMPBS, are presented to the community, so Tina's goal is to make sure that they resonate. These will also go through a meeting design consultant who specializes in community engagement. Jeff Baron noted that the questions need to be specific, and he also noted that we are here to promote and expand RMPBS, but also to promote

and expand KUVO since the community meeting is a KUVO function. Jeff and Djamila stated that they would like to see a question that gauges the merger and KUVO membership's understanding of it. The CAB agreed that sending the survey questions out in the RSVP so that KUVO is prepared to answer the questions at the meeting would be the best way to facilitate an engaged discussion. Phil stated that this would be the "hook" in getting people to come.

- a. Promotional schedule: April 25th, the Save-the-Date will go out on the website, on social media, and other platforms. The soft launch will be on May 1st. The on-air message will be on May 9th. Invited guests will have until May 18th to complete RSVP and survey questions.
- 3. Jeanette Smallwood, Digital Engagement Report:** Jeanette discussed our "Social Media Strategy" and our RMPBS/KUVO digital engagement.
- a. FACEBOOK: KUVO has 13K followers, with Jeanette posting at least one content-based post per day. Marketing uses Facebook to get more eyes on and engagement with content. They also use this platform to share local CO news and jazz-related posts. They promote pledge, through premium promotions, as well. There's also some cross promotion with RMPBS's Facebook page.
 - b. INSTAGRAM: Instagram is all pictures and it doesn't hyperlink, which means it's more immediate and visual. KUVO's Instagram has less followers than Facebook, but the account is newer and is one of the fastest growing accounts that RMPM has.
 - c. AUDIENCE DEMOGRAPHICS: KUVO's biggest age groups are 45-54 and 65-74-year-olds. KUVO tends to skew more male in all demographics (On air, Facebook, and Instagram)
 - d. The group addressed questions about the demographic and how they can retain membership and listeners in the age groups that KUVO is not capturing. Jeanette will send over quarterly analytic results to help the group find a targeted approach.
- 4. Silent Auction Basket – Balistreri:** The CAB needs someone to coordinate gathering materials for the silent auction basket for Balistreri this year. It was previously done through Nasiri, but she will not be able to do it this year. The job will consist of coordinating with Arvida to get all the materials for the basket. The group did not decide on who will take on this duty and will need to discuss it further.
- 5. Additional information and votes:**
- a. February and March minutes were approved unanimously.
 - b. Name tags will be given to the CAB by the next meeting
- 6. Wrap up and open discussion for future meeting agendas:**
- a. Send Listening Tour survey questions feedback to Tina by Thursday, 4/20
 - b. Review social media demographics and present feedback/questions to Jeanette via email

Meeting Adjourned: 9:35AM

Minutes submitted by Shawn Jones (4/21/17), members will be emailed the reports discussed while the meeting.