

# KUVOJAZZ

## COMMUNITY CULTURE MUSIC

### KUVO COMMUNITY ADVISORY BOARD MEETING

*Minutes July 18<sup>th</sup> 2017*

**Attendance:** Phil Cortese, Carolyn Lievers, Nasiri Suzan, Wayne Fowler, Paul Bates (phone), Woody Laughlin (phone), John Shippey (phone)

**RMPBS Staff Present:** Elizabeth Mayer, Shawn Jones

**KUVO Staff Present:** Arvida Rascon, Steve Chavis, Carlos Lando

**Handouts:** June Meeting Minutes, KUVO CAB July Agenda

#### **1. Updates from RMPBS staff:**

- a. OVERSIGHT COMMITTEE: Phil discussed the disbandment of the RMPM Oversight Committee. The Committee was formed four years ago to oversee the merger between RMPBS and KUVO. Now that the merger is complete, the KUVO CAB will step in to make sure that KUVO's voice is heard in relation to RMPM affairs. The CAB is happy to fulfill this role.
- b. RMPBS STAFF UPDATES: Elizabeth addressed changes amongst staff. Lone Bryan is now the Executive Assistant and Nathalia Velez-Ryan has moved to a Marketing role. Beth Barbee is RMPBS' Chief Marketing Officer. Beth has been instrumental in instilling a strategic roadmap of clearly outlined objectives that will move RMPBS in a more progressive and focused direction.
- d. STORY COLLECTION: Elizabeth noted that RMPM has a new story collection model where the station is encouraging our viewers to share their insights and history related to a story (ex: for the Vietnam War doc, RMPM asked viewers what their relationship to the Vietnam War is). The group discussed their own experiences with personal story collection methods. The African American History Museum in Washington has a story collection booth where museum-goers can go in and record and/or listen to the stories of others. Elizabeth suggested that this would be a great idea for a space in the new building.
- e. VOLUNTEER ADVISORY TEAM: Nasiri has stepped down from the Volunteer Advisory Team. She informed the CAB of the VAT's work and the wide-range of work that KUVO's volunteers do in general. Elizabeth proposed that the group think of potential volunteers who might work well on the Volunteer Advisory Team.

**2. Executive Board Dinner:** Phil noted how organized and energized the board is about Rocky Mountain Public Media's future. He stated that the energy at the Executive Board Dinner was high and it was nice to see executives from both KUVO and RMPBS coming together to progress the company.

- a. There is an upcoming Board meeting on Thursday, July 27th. Phil and Thomas Vela (RMPBS CAB President) will be providing the Board with written highlights of the CABs' work during FY17. Phil wants to touch on the CAB's outreach and data work, through the Community Survey and Outreach Survey.

#### **3. Progress on Survey Data:**

a. John Shippey discussed the challenge in compiling the information and data from the KUVO Community Survey. He explained that there is the option of displaying a condensed version of the demographics, like the KUVO Community Survey Analysis, or displaying the data by means of an in-depth database. The CAB decided that the survey should serve as an overall analysis. John will present his suggestions to the CAB moving forward.

**4. Silent Auction Basket update from CAB/Arvida:** Arvida came to the meeting to let the KUVO CAB know that they need to submit their items for the silent auction basket. The group will work to get the auction basket items in by the end of the month.

**5. Programming Updates from Steve and Carlos:**

a. MUSIC: Steve came to update the group on programming changes. There are new programs, like *The Funky Boombox* and *On Stage*, which aim to showcase new forms of the Jazz genre, including modern Jazz artists and live music. Additionally, in order for them to manage the increased programming needs of the station, Steve and Carlos will be stepping down as the hosts of *First Take*. This decision will bring back more music in the morning which Steve believes will draw in a greater audience and bring in higher ratings.

b. MEMBERSHIP: Steve is aiming to grow the KUVO audience and membership numbers. Acquisition, Retention, and Migration is the membership philosophy that KUVO will be pushing in FY18. The first steps in fulfilling this “ARM” strategy are dropping the show names, ramping up the enticing nature of the pre-show teasers, and getting out of the weeds with programming.

**6. Additional information and votes:**

- a. June meeting minutes were approved unanimously
- b. The CAB will not be meeting in August
- b. FOLLOW-UP: Elizabeth and Shawn will follow-up about KUVO CAB website bios

**Next meeting:**

*Meeting adjourned at 9:37*

*Minutes submitted by Shawn Jones (7/26/17), members will be emailed the reports discussed while in the meeting.*