

KUVO/KVJZ COMMUNITY ADVISORY BOARD
Minutes June 21, 2016

Members Present:

Phil Cortese (Chair)
Jeffery A. Brimer (Vice Chair)
Carolyn Lievers (Secretary)
John Shippey
Wayne Fowler
Carolyn Lievers
Nasiri Suzan
Djamila Ricciardi
Colin Paley (Max)
Paul Bates (phone)
Chris McNaughton (phone)
Woody Laughlin (phone)

KUVO Staff

Tina Cartegena
Arvida Rascon

RMPBS

Marissa Johnson, Corporate Counsel
Chad Hollingsworth, Chairperson of RMPBS Board
Aaliah Hartley, staff
*Tour Person Susan Barbra

Terry Lopez, RMPBS Board Member and Chairperson of the Oversight Committee for the merger with KUVO

Guests: Jeff Barry, KUVO underwriter and Hearing and Tinnitus Office

Business Discussed:

- 1) Chad Hollingsworth gave an update for the RMPBS Board building plans and uses of the new space. He emphasized the need to better equip KUVO and agreed that having a place where KUVO history and some artifacts could be viewed by the public was important. Perhaps KUVO would be located at street level contiguous with the lobby of the new building.
- 2) Tina Cartagena added that KUVO is beginning to work with and become integrated into the RMPBS Archive Memories project. Piper Jones of that project is working out how to involve/integrate KUVO and all of RMPBS's rich history. The Board will have a small donations campaign at some point. At present the Board is focused on the capital campaign for the new building. They have soft commitments for one-half of the building/equipment costs. Chad's goal is to have a funding cushion by scaling back plans strategically. The Board

will not get into a bidding contest with any property hold outs; the building plan can accommodate not getting the whole block. Chad's Board time is nearly up. He plans to continue his work on the build out by raising funds.

- 3) Phil announced that he would be sending all of the CAB member names to the Board for approval/appointment soon.
- 4) Marissa reported that the FCC audit went well and that she was pleased that the KUVO CAB supplied monthly minutes for part of the time period that became part of the audit documents submitted. Chad and Marissa answered questions about the process for selling part of the stations' spectrum. [Spectrum can be lost if a station fails to follow FCC rules.] The currently owned spectrum was given for free from the U.S. government. The spectrum sales are reverse auctions, meaning the price/value goes down with each opportunity to sell a part. Marissa is participating in the bidding this morning. The FCC uses the dollars generated to expand broadband access, etc. RMPBS will use any dollars it gets from a sale of spectrum to purchase more TV spectrum if something they need/want becomes available [It is *not* like purchasing from Amazon]. Chad added that they would be interested in selling some signals to wireless companies where selling would not cause problems for our listeners and would bring in some cash. Marissa pointed out that RMPBS gets \$244 million from the Corporation for Public Broadcasting, an independent federal agency like TVA; and that RMPBS has to pay fees to PBS out of that money for programs. Therefore (given operating costs exceeding grant dollars) it is apparent that RMPBS and KUVO have to raise local dollars to operate by doing pledge drives. This is especially so as the fiscal year whines down in June. That requires bumping programming, including Charlie Rose, to raise needed dollars. Tina reported that 72 KUVO donors gave \$8,200 in the last pledge drive. Yes!
- 5) There was a wide ranging discussion about the role of the CAB:
 - Does KUVO support the goals of the CAB?
 - How the CAB audits KUVO? The CAB needs staff help researching issues [The CAB lost Natasha its web staffer. Tina reported that Arvida and a reporter are the CAB's new web contacts, even though the reporter has to miss some work due to her husband's illness. Tina will help out as needed. Tina recently posted the minutes for the CAB.
 - Marissa suggests that CAB's report verbally to the full Board every six months in addition to a written annual report following the guidelines in the FCC statute. Jeff says the 2015 annual report will issue soon.

- Will the Board tell the CAB what the Board's policies are so that the CAB can evaluate those policies in light of the FCC requirements?
 - Tina suggested the CAB discuss performance markers for staff positions and send the CAB's concerns and ideas to management. Also the staff is doing continuity planning in light of the long time staffers who passed this year and the aging of the remaining staff. The CAB's perspective would be welcome. Terry is also interested in continuity planning.
- 6) Terry Lopez, Chairperson of the KUVU Oversight Committee described the genesis of the Oversight Committee, its role of monitoring the merger process and its current work on behalf of KUVU. The overall goal of the Oversight Committee is to keep KUVU's role in the community visible and vibrant, and to help with decision making in the two transitions and into the future. She felt the initial transition was very good: RMPBS was strongly committed to preserving the KUVU values and that the decisions on KUVU staffing and diversity of content in programming reflected that. RMPBS worked hard to keep and grow the KUVU volunteers. There is no plan at present to end the Oversight Committee. Terry also serves as a full member of the RMPBS Board. As a result of the role of the CAB discussion Terry plans to relay information about the KUVU CAB to the full Board at a future meeting (not the next as the agenda is set). She thinks it is a good idea for the Board to discuss what it sees as the role of the KUVU CAB. Phil also plans to discuss the CAB's role with the Board at his first opportunity.
- 7) Tina updated the CAB on the 2016 Ballisteri fund raiser. KUVU is making an effort to sell more tables for \$2,500 so that the fund raiser brings in the same amount of money but with fewer patrons, thus less crowding. KUVU has some new initiatives: a program of health and parenting messages with the White Foundation; cool jazz kids "Jazz and Mac" with Dazzle (free admission and a Mac dinner for kids under 15 years to get them listening to music early; recording and packaging Vail Jazz to replay over the air on three Sundays; and a similar program to record and play over the air some Dazzle performances.
- 8) Arvida asked that CAB members fill out their volunteer profile on line. Nasiri says the items for the CAB's auction basket look like last year so we should stick with the date night theme. Get member items to Arvida no later than our next meeting – the sooner the better. The form of the person(s) donating can be emailed if anyone needs another. Arvida reminded members that "Everyone Wins" will be an activity at the Gala (ones buys a wine cork for \$20 and wins a gift worth at least \$25). To that end she asks that additional gift items be

solicited for that purpose. Call/email Arvida if you or a donor has a question about the auction or Everyone Wins.

9) This meeting ended with a tour of the Bannock Street offices.

Minutes submitted by Carolyn Lievers (7/5/16).