



Mission : The KUVO Community Advisory Board (CAB), per FCC mandate, serves as the voice of the audience of KUVO/KVJZ to ensure the stations are meeting their goals of serving the musical, educational, and cultural needs of the their communities.

KUVO COMMUNITY ADVISORY BOARD MEETING
Minutes February 15, 2018

Attendance: Phil Cortese,(Chairperson) Jeff Brimer, Jeff Baron, Carolyn Lievers, John Shippey, Wayne Fowler. KUVO staff present, Tina Cartagena.

Absent: Woody Laughlin, Max Paley, Djamila Ricciardi (Secretary) and Nasiri Suzan, (Vice Chair). The Chair has draft the minutes for the February 15th meeting.

1. KUVO/RMPBS Business Update:

Tina discussed that the building project has reached about 75% of its fund raising goal. The tenants of the land have changed a bit and the placement for a theater is not possible. The KUVO/RMPBS Executive Board retreat on strategic planning for the organization is scheduled for April this year. Carlos is looking at a replacement for Erick Troe, after his resignation. Shawn Jones is moving to New York. Tina discussed possible speakers for our CAB meetings, Beth Barbee, a social media person and Carlos Landow.

It was discussed, as it was at the last meeting, in order to have the tools and resources we need to be advocates and ambassadors, we need to understand the organization’s strategic plan and know what the key performance metrics and indicators are.

Minutes for January 16th meeting were approved, an official vote was taken to reflect the meeting change to the third Thursday of each month.

Next Steps: Key staff members will be meeting in April to revisit the strategic plan for the organization. This information will be shared with both CABs in early May. As a reference, July 1st marks the beginning of the fiscal year. Phil will work with Tina to schedule speakers for the meetings and quarterly reports.

2. Meeting Change and KUVO Webpage:

It was noted that the webpages for KUVO and RMPBS did not reflect the change in the date of the meeting. The discussions lead to other changes that were needed to the webpages. The other changes included updating the members listed for the KUVO CAB, changing one member’s bio, possibly others, posting of the minutes after approval, more exposure for the CAB and its mission and the use of the CAB email for audience feedback. Tina discussed a campaign of sorts designed to capture visitors to the KUVO page and have them go to the CAB page and interact

by leaving information/questions for the CAB; and inform volunteers, staff, the listening audience about the mission and role of the advisory board.

Next Steps: Phil will send Tina a follow-up email in regard to the webpage changes.

3. Discuss Assembling a Nominating/Recruitment Committee

We discussed how typically the Vice Chair and Secretary are members of this committee and the Vice Chair heads up the committee, however in this instance the Secretary will fulfill this duty. Jeff Brimer volunteered to help with the committee. The goal is to keep the nominating / recruitment committee to 3-4 people and to keep the number of people in the CAB to 12-13, currently it is 10, moving forward towards articulating a strategy for recruitment of new CAB members.

A lengthy discussion regarding the diversity desired for new members of the CAB, which could include gender, ethnic and cultural background, age and special skills. It decided that the committee will apply guidelines, screen applicants and chose those to move forward in the process. It was also important to find persons who have a passion for supporting KUVO.

The goal is to try and have a slate of new members for **July** meetings. It is most important for persons who expressed and interest back in December 2017, be contacted as soon as possible.

In regard to nominating new officers the committee will discuss how to proceed for selection of Chair, Vice-Chair and Secretary and present a slate of interested members for those positions in **June**.

Next Steps: A conference call was going to be arranged by Jeff Brimer before the March meeting.

4. Update on Host Night Out

CAB will organize a Host Night sometime in either March or April. Nasiri and Djamila did the organizing last year. Jeff Baron and John expressed interest to help this year. Jeff Baron will lead the charge and follow up with the full committee to explore a number of options discussed at the meeting. For instance there is a need to confirm a date that would work with staff. Tina is still confirming a budget; the event was estimated to costs between 700 to 800 dollars. The CAB members traditionally have contributed also to the event.

It was discussed that April is Jazz appreciation month and the next fund drive also.

Next Steps: Jeff Baron will be arranging a conference call with members Jeff Baron, Djamila, Nasiri and John to finalize the plan. If approval is needed before the March 15th meeting the chair person will be notified.

5. Discussion of How to Proceed on Annual Report for 2017

Phil will use previous years' templates to produce a report. It was pointed out that the quarterly report from KUVO would be helpful in drafting the report for the next meeting in March. It is

anticipated to be given to staff and CAB members for review before sending it on to the executive board.

Next Steps: Phil will draft a report for review with or without the quarterly report for March meeting of the KUVO CAB.

6. Documentation of listener Comments:

The issue of how to capture comments and feedback from listeners came up again at this meeting and what was determined after some discussion is that CAB members will enter notes about anecdotes that they hear from people and send them to the CAB email address to keep a log and compile on a regular basis. All CAB members are asked to follow this procedure. John will report on the responses and trends as needed to the CAB and pass them on to staff for a response.

Ideally, listeners should be aware that there is a CAB email and they are encouraged to send their suggestions, comments etc. to CAB@KUVO.org.

7. By-laws Committee:

It was briefly discussed that the three attorneys on the KUVO Community advisory board (Carolyn, Wayne and Jeff Brimer) will form the committee to review the by-laws. Jeff and Wayne drafted changes in the past and all three are most appropriate to bring forth a document for review by the CAB. It is important to note that this committee is in anticipation of the executive board for the organization will enact term limits for all advisory boards after their retreat in April.

Next Steps: It was suggested that Carolyn be the point person on this committee.

Meeting adjourned at 9:30 am