

Interlochen Public Radio  
Community Advisory Council  
June 21, 2016

11:00 Welcome  
12:00 Luncheon  
12:15 - 1:00 Business Meeting  
Agenda

1. Council member introductions
2. Business Meeting

Present:

Council Members: Charlie McInnes, Nancy Giles, Bob Giles, Tom Quinn, Karen Segal, Whitney Waara, Gloria Butler, Evy Sussman

Staff Attending: Jeff Kimpton, Jenie Altruda, Chris Gruits, Andy Schmitt, Cheryl Bowles, Peter Payette, Cathy Dodge Miller, Emily Culler

Absent: Peter Bergin, Suzy Voltz, Corinn VanWyck

3. Jeff presented on the history of the CAC. Referred to handout (attached) regarding CAC. What the role of the CAC will be in the future. We need to be aware of the age differences and what the future will hold for radio listeners. Arts & Cultural news. Tom Quinn mentioned we should get some younger members on the committee. Bob Giles mentioned we need a program that links us to the community. What is the local community?
4. Jenie presented. Talked about how Joe Maddy started with radio broadcasts which allowed him to reach many. What is the medium today to do what Joe Maddy did so many years ago? How will we be cutting edge? How do we better leverage our coverage? Why isn't there a greater partnership between IPR and ICA? Evy Sussman talked about the unique community that WIAA serves. Locals, part time residents, tourists and campers. So many diverse communities to reach out to. How do we take our information to different medias. Attach a copy of Jenie's presentation? A discussion was held on the value of live programming. Chris Gruits commented on our programming changes we have made on the weekends, working on having more local voices. Cheryl Bowles talked about the work on creating the IPR cultural station.
5. Cathy Miller Dodge presentation on the feasibility study. Bob Giles asked about the \$7 million goal for IPR and the endowment. Explained the \$7 million was cumulative. Want to add on to the endowment. Charles talked about endowments. Is an endowment still useful? Cathy

said it is a protected amount of money. Whitney asked what is the dollar amount for programming slated for?

6. Emily Culler presented on The Case for Support.

Tom Quinn asked what would it cost to archive. Emily 5 or 6 million outsourced. Inside 100k to 200k to do. We do have a couple of grants to help with this. Evy summation of a certain year? Charles said it would be interesting, almost magical to even those who didn't attend.

Karen asked about the study. Are we backing away from what was originally in the study. What about the hiring of individuals?

Charles wants to know outcomes, not how we get there.

Cathy Dodge -A rationale behind the case statement so the people will 'want' to be a part of that. The Case Statement will be tweaked and sent out to CAC to get input on changes.

Whitney commented on the archives is we could create some samples to see how it will be received.

Karen you all live in a bubble but you need to recognize the importance of the community.

Andy says there are a lot of things that go on in the background.

Evy Interlochen is perceived as an elitist. Which is a positive and a negative. How do we use that reputation in the most positive way? We are a unique community amongst a larger community.

Charles solicitation from ICA supporting other people's kids, IPR is something for me so I react differently to these solicitation.

Evy targeted fundraising? Is it addressed differently to each individual.

Cheryl we are trying to show others how and why we are different and unique and why.

Bob Giles how do you improve your signal?

Whitney suggested an agenda item for next time would be content.

The role of the general manager has changed.

Meeting adjourned at 1:40pm