

KRCU Community Advisory Board

Minutes of the Meeting

December 20, 2017

CALL TO ORDER

John McGowan called the meeting to order at 12:12 p.m. Board members present were: Candice Davis, Karie Hollerbach, John McGowan, Jan Miller, Dan Presson & Sara Steffans. Ex-officio members Bill Holland, Parker Butler & Dan Woods were present. Jeanette Lawson was present as secretary.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the September meeting was made by Sara and seconded by Dan Presson. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan Woods discussed year-end fundraising. The station decided not to do an end of year fundraising drive due to the fact we did so well in the fall drive and we are down a staff member since Marissanne left, and Parker is brand new. We only have \$2,155 left to meet our fundraising goal of \$50,000 and we should be able to get that from our mailing before the end of the year. The governor's "State of the State" address in January will let us know how things will go for next year.

State Funding Update - Bill talked about state funding. With cuts to state funding and increases to state retirement as well as health insurance we are facing many challenges. The president has challenged departments to go back and look at areas where money could be saved, as well as talking about restructuring of some university departments. Proposals are on the table to eliminate one college and merge another. In addition to the 5 month hiring delay there may be some filled positions eliminated and many are taking the early retirement incentive.

Dan reported that KRCU's Valentine Party tickets are on sale at the early bird discount rate through January 12th. Postcards will be sent out shortly. Since we are using a DJ this year it will allow people to make requests for what music they would like to hear.

Since Garrison Keillor's sexual harassment charges, his program *A Prairie Home Companion* had to be revamped. The new show with Chris Thiele is called *Live from Here*. There is some discord among stations over the amount of money that they are paying for the new show. It costs the same as *A Prairie Home Companion*, (\$12,000 per year for KRCU) but some think it should not cost the same as it was the name and host of the show that once made the show worth the money. Some think this is not the case with the new show.

KRCU Spring membership campaign will take place Wednesday, March 21 through Wednesday, March 28. This is NPR's coordinated week and something new for the station as we usually do the drive in April. By doing the drive earlier, we avoid the tax deadline. Plus we will have more time to make up any shortfalls from the drive before the end of the fiscal year on June 30.

A January planning meeting for elections will take place on January 17th.

DEVELOPMENT DIRECTOR'S REPORT

Parker shared a list of potential underwriters and hopes to get into the Jackson and Sikeston market. He asked if anyone knows anyone in the businesses that could help him get a foot in the door to let him know.]

[The businesses include: First Missouri State Bank, Hendrickson Business Advisors, Port Cape, The Coad Family of Dealerships, Ford Groves, Auffenberg Kia, Jayson Jewelers, Miracle Ear, Athena Property Group, Marcy's Planet Shoes, Velocity Electronics, Community Day School, and Catalina Custom Homes among others. If there are other businesses board members think would be a good target for the station, please let Parker know. A proposal is in to First State Community Bank for "2 Minute Drill."

John McGowan motioned to adjourn at 1:10 p.m. This was seconded by Candice Davis.

OTHER

A planning meeting to conduct elections will take place on Wednesday, January 17 at Catapult.

The next meeting of the Community Advisory Board will take place a week earlier than usual on Wednesday, March 14, 2018 at noon in the downstairs classroom at Catapult.