

**KRCU Community Advisory Board
Minutes of the Meeting
March 14, 2018**

CALL TO ORDER

John McGowan called the meeting to order at 12:12 p.m. Board members present were: Pete Andrews, Candice Davis, Karie Hollerbach, John McGowan, Dan Presson, & Denelle Smugala. Visitors present were: Gary Howard, Barb Morgan, Jeff Rawson & Colby Williams. 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 December, 2017 meeting was made by Dan Presson, and seconded by Candice. The minutes were approved by acclamation.

John welcomed visitors and members and visitors introduced themselves.

GENERAL MANAGER'S REPORT

Dan Woods talked about the success of the Valentine's party which netted around \$8,000. We had a little smaller crowd this year. This could be due to a number of factors. We are not sure if we will do the event next year or maybe try something different. Discussions are in progress.

KRCU's Spring Membership Campaign starts Wednesday, March 21 and will run through, Wednesday, March 28. Sign-up sheets were passed around for on-air and phone shifts. Early morning on-air and phone shifts need to be filled.

Barbara Morgan talked to the board about a potential fundraising event for the station. Barb had recently attended a fundraising event in Farmington sponsored by the Mineral Area Council on the Arts -- a zydeco dance hall event. Barb thinks the event may work well in Cape Girardeau with Dennis Stroughmatt as the featured artist. Dennis's fee would be \$1,000 plus the cost to rent a hall and light snacks. Barb believes we could get a room donated and thinks we can sell about 200 tickets. She is proposing October for the event, and that a silent auction could be added to increase revenue. Barb is willing to do the footwork and Dan mentioned that we would probably have to have some sponsorship to cover the band. Some discussion was held but no decision made at this time.

Dan passed around a survey that WKMS-FM at Murray State University is doing and mentioned that the station is going to work with Karie Hollerbach and hopefully have a version of it out in April to our listeners.

DEVELOPMENT DIRECTOR'S REPORT

Parker mentioned the stewardship program he and Dan are working on to show more appreciation to underwriters and treat them more like donors by taking them to lunch or coffee. This is an effort to make sure underwriters are not just hearing from the station when we need to renew a contract.

New proposals are out to Hendrickson Business Advisors and 180 Healthcare. Renewal contracts are out with Rice, Spaeth, Summers and Heisserer Law Firm and Wood & Huston Bank.

Parker will be talking with St. Francis Medical Center soon regarding underwriting opportunities. New underwriters include SEMO CPA, Heartland Eyecare, and Missouri Coalition for Quality Care. Visit Cape is spending from 10 to 20% more this year on underwriting.

Parker asked for help from board members in reaching contacts at Kasten Masonry, The Jewell Law Firm, Comfort Keepers and Main Street Flooring.

John Dodd had an idea to extend inventory to current underwriters for \$100 a month for April, May and June. Underwriters are offered 30 spots per month as a way to give promotion to those loyal to us and to sell some inventory that is available before the end of the fiscal year. So far, Tim Domian and Heartland Eyecare are interested in the package.

LOCAL PROGRAMS

Dan talked briefly about local program changes. Shad Burner has left the Chamber of Commerce and John Mehner is now doing the *Let's Talk Business* segment. Stacy Dohogne Lane has left the Convention and Visitors Bureau. At this point we are not sure who from the CVB will replace Stacy.

Dan talked about the 4-minute local programming that he and Lindsey are doing that takes the place of the 30-minute version of *Going Public*. Recently, Dan interviewed Brian Gerau from the Jackson Chamber of Commerce and Elizabeth Shelton from the United Way. The goal is to continue these local segments and Dan asked board members for ideas for interviews. Many suggestions were made and are being considered.

Jeanette motioned to adjourn at 1:30 p.m. John seconded the motion.

OTHER

The next meeting of the KRCU community advisory board will take place a week earlier than usual on Wednesday, June 13 at noon at Catapult Creative House.