

KUVOJAZZ

COMMUNITY CULTURE MUSIC

KUVO COMMUNITY ADVISORY BOARD MEETING *Minutes March 15, 2018*

Attendance: Phil Cortese, Jeff Brimer, Jeff Baron, Carolyn Leivers, Djamila Ricciardi

KUVO Staff Present: Tina Cartagena

1. Recruitment and Nominating Committee Update:

- a. WHO: Jeffrey Brimer, Djamila, and Nasiri are all three involved in the Recruitment and Nominating Committee
- b. Recruitment will take place April – early June with elections to be held in mid-July
- c. All CAB members are encouraged and requested to take part in the outreach effort
- d. Individuals who have already expressed interest in the CAB will be reached out to in the coming weeks.
- e. Recruiting and Nominating Committee will have information available in the next CAB meeting to equip CAB members to recruit and also to provide KUVO staff with info to share with prospective members and general listening audience.

2. Host Night Out Committee

- a. Jeff Baron, Djamila and Nasiri are involved with this committee
- b. Tina has volunteered to reach out to Spangalang Brewery and Dazzle to arrange a possible trade and will keep committee in touch
- c. Date is set for April 24th (Tuesday), more details pending
- d. Jeff, Nasiri, and Djamila to connect via email and/or phone to discuss details
- e. CAB will be invited to attend party, more details at next meeting

3. By laws Changes Committee

- a. Jeffrey Brimer presented changes to group, reflecting that there is no longer a Transition committee (old information from when RMPBS and KUVO initially merged)

4. Year-end Report

- a. Phil presented a one-page summary report to share with KUVO staff
- b. Brief discussion followed related to the issues addressed in report
- c. Unanimous approval of report, Phil will send out to the proper staff members

5. Listener Contacts and feedback

- a. John mentioned that we have not received member/listener feedback in a while
- b. Jeffrey Brimer tested email address to see if it works (UPDATE: It was confirmed that the test email was received)
- c. CAB members will continue to recommend that listeners send questions and comment to CAB@kuvo.org email address and we will also document anecdotal conversations by sending information to this address.

6. KUVO Webpage Changes and Upkeep

- a. There still seems to be a significant lag time between when an issue with the website is mentioned by any CAB member to staff and when said issue is addressed
- b. Several corrections have needed to be made for some time (more than two months) – conversation followed as to what the best (most efficient and timely) method could be to report changes needed and get them updated
- c. Conclusion: Tina would like us to send all changes/updates to her and she will be the point person responsible for letting the proper staff person(s) know.

7. GUEST SPEAKER- Nathalia Velez Ryan, RMPM Marketing Coordinator report on social statistics 9 – 9:30 am

- a. A thorough and enlightening conversation was presented by Nathalia about social media and KUVO's audience
- b. Discussion on the shifting demographic of KUVO's audience came up, followed by the role the CAB could potentially play with social media (more conversation needed re: KUVO/RMPM strategy and long term goals needed before CAB jumps in).
- c. Another discussion topic came up to bring back the "Question of the Month" idea...something that was proposed a while back (a year or two ago) but put on hiatus due to staffing changes.
- d. Phil and Djamila will review old documents about the "Question of the Month" and will follow up with Nathalia and Steve.

Meeting concludes at 9:35

Submitted by Djamila Ricciardi, secretary