

KUVOJAZZ

COMMUNITY CULTURE MUSIC

KUVO COMMUNITY ADVISORY BOARD MEETING Minutes *June 21, 2018*

Attendance: Phil Cortese, Nasiri Suzan, Jeff Brimer, Jeff Baron, Max Paley, Carolyn Leivers, Djamila Ricciardi, Wayne Fowler

Guest(s): Susanne Brasset, Ken van der Laan, Gabe Washburn, and Gwen Crawford (prospective CAB Members)

KUVO Staff Present: Steve Chavis

Special Presentation/Guest Speaker: Steve Chavis

Meeting begins at 8:15 AM

General Business: Approve May Minutes – Jeff Brimer made a motion; Jeff Baron 2nd; all present members voted “aye” to approve the minutes. One minor grammatical change made.

1. Introduction of Prospective CAB Members/Update on Recruitment

- a. Went around the room and introduced ourselves (current and prospective members) and discussed why we became involved or are interested in the CAB
- b. A brief update from the CAB Nominating Committee about deadlines and next steps (deadline for applications to be submitted for this round of consideration is July 1st)

2. Discussion of Presentation by Beth Barbee (during last CAB Meeting)

- a. **Highlights:** There is a long-term multi-year vision for RMPM, outlined as follows:
 - i. **Year One: “Trains on Time”** – establish operational excellence (talent, tools, technology, track record)
 - ii. **Year Two: “Exploring New Routes”** – infrastructure and innovation (test, learn, apply)
 - iii. **Year Three: “Full Steam Ahead”** – engagement and impact (create, collaborate, connect)
- b. Steve discussed budgetary relationship that KUVO has to RMPM and underlined that the distribution of monies is both equitable and appropriate...that “with merged resources come an economics of scale”
- c. **Follow up:** CAB will keep an ear out for how we can possibly be involved with the community engagement/listening tour part of plan.

3. Remaining Fundraising Drive Dates - The Fiscal Year 2019 Pledge Dates are now final:

- a. Fall Pledge Drive – **Wed. Sept. 26 through Mon. Oct. 8, 2018**
- b. Colorado Gives Day – **Tues. Dec. 4, 2018**
- c. Winter Pledge Drive – **Wed. Feb. 13 through Mon. Feb. 25, 2019**
- d. Spring Pledge Drive – **Wed. May 1 through Fri. May 10, 2019**
- e. **Follow up:** CAB Needs to collectively decide on which of these occasions we will get involved, go on-air, sign up to be phone volunteers, or pool monies and co-present a “challenge hour”

4. Steve Chavis “Deep dive into KUVO Programming”

- a. Overview: Objectives, Decision making, How does a new show get on?, Program development, How are shows evaluated?, The Jazz Footprint – weekdays and weekends, Specialty – “roots” shows and hosts
- b. Steve discussed role of KUVO in the overall Strategic Plan and drilled down specifically into on-air programming, i.e. MUSIC and PRODUCTION
- c. Here are the **Four Areas of Focus**:
 - i. **Content Plan** – format consistency, increased listening time, improving our presentation (based on an actual Nielsen rating system/vital signs report)
 - ii. **Multi-Platform Approach** – Hone in on different services i.e. apps, smart speakers. Public radio can’t afford to fall behind the trends
 - iii. **Really good engagement** – community events, thoughtful marketing, volunteer engagement, etc. getting our name and our faces out there.
 - iv. **Driving Audience Growth** - focusing on demographic data, particularly seeking to connect with Latino and Afro American populations as well as new Denverites.

Meeting concludes at 9:40 AM

Submitted by Djamila Ricciardi, secretary 06/22/18