



## KUVO COMMUNITY ADVISORY BOARD MEETING

*Minutes July 19, 2018*

**Attendance:** Phil Cortese, Nasiri Suzan, Jeff Brimer, Jeff Baron, Max Paley, Carolyn Leivers, Djamila Ricciardi, Wayne Fowler, Woody Laughlin (phone)

**Guest(s):** Connor Williams, Adisa Nickerson, Claire Lanier, Gabe Washburn, Matt Herzberger (prospective CAB Members)

**KUVO Staff Present:** Tina Cartagena

Meeting begins at 8:10 AM

**General Business:** Approve June Minutes – Max Paley made a motion; John Shippey 2<sup>nd</sup>; all present members voted “aye” to approve the minutes.

**Announcement:** Max Paley will be stepping down from the CAB. He will be traveling across the country with his wife. He will conclude his obligation on the nominating committee by making recommendation on who the CAB should bring on board, but this will be his last meeting. His role on the CAB was significant and he will be greatly missed!

### 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 (A day-long interview process will take place at the station first Saturday in August)

### 2. Tina Update and Highlights

- a. KUVO/RMPM has received a \$350,000 grant from the Corporation for Public Broadcasting (CPB) to launch an Urban Alternative station (!!)
- b. Urban Alternative channel will be geared towards reaching young, multicultural audiences through their digital devices, music will be focused on Hip Hop and R&B
- c. KUVO/RMPM will hire 4 new staff members: a content director, engagement specialist, and two part-time on air hosts.
- d. **Follow up:** CAB will keep an ear out for how we can help support this effort.

### 3. Balisteri Live at the Vinyards Event

- a. **General Update:** Currently things are looking really good for this event. Ticket sales are up by 40% from this point last year. There are 31 corporate table sponsors and MANY (more than anticipated) restaurants. Should be a wonderful event.
- b. **Follow up:** CAB Members who are planning to attend, have a great time and if you want to help or have any last minute things to donate, let Arvida know ASAP!

### 4. Upcoming Fundraising Drive

- a. CAB Members are encouraged to sign up to volunteer at the phone banks for the Fall Pledge Drive – **Wed. Sept. 26 through Mon. Oct. 8, 2018**

- b.** In addition, CAB decided that they want to focus effort on recording first-person testimonials in advance for Colorado Gives Day (**Tues. Dec. 4, 2018**)
- c. Follow up:** Djamila will connect with Steve (copy Susan and Victor) on process for getting time for interested CAB members to record 20 second scripted spots.