



KUVO COMMUNITY ADVISORY BOARD MEETING
Minutes June 20, 2017

Attendance: Phil Cortese, Carolyn Lievers, Woody Laughlin, Jeff Baron, John Shippey, Max Paley, Jeff Brimer, Djamila Ricciardi, Nasiri Suzan, Wayne Fowler, Paul Bates

RMPBS Staff Present: Elizabeth Mayer, Shawn Jones

KUVO Staff Present: Tina Cartagena, Steve Chavis

Handouts: May Meeting Minutes, Community Survey Analysis, KUVO Agenda

1. Debrief on Community Meeting: Phil thanked the group for their commitment and assistance during the Community Meeting. He asked the group to discuss and debrief:

a. DEBRIEF: Wayne discussed an absence of many community members at the Community Meeting. Carolyn noted that usually high attendance at community meetings aligns with a change coming to the neighborhood. The KUVO Community Meeting wasn't based around a major change occurring which Carolyn said could be a factor in the attendance. Nasiri noted that she was happy with CABs performance and attendance.

b. SUGGESTIONS: Wayne said that in the future KUVO needs to use RMPBS to advertise the community meetings. Tina suggested that the CAB host the event earlier in the year. Phil suggested that the CAB create an outreach survey to get feedback and suggestions on the meeting.

2. Survey Highlights: Shawn discussed the Community Survey Analysis and the data within.

a. Max and John noted the lack of a younger audience (18-24 y.o.) within the KUVO survey demographics. Max asked Tina if KUVO has a plan in place to capture the younger audience. Tina said that RMPM's new Chief Marketing Officer Beth Barbee is thinking about what the demographics mean. She will then formulate a plan on how to reach out and market to these age groups. Tina noted that this is important because KUVO cannot approach targeting the millennial generation in the same way that KUVO targets an older generation. Nasiri stated that the seeds of music and jazz education are planted in the schools and that's why KUVO's programs like the High School Collegiate Series are vital.

b. Tina noted that in the next year there is potential to have three music-driven channels. This will help the station capture an even more diverse range of listeners.

3. Nominating Committee Report: Djamila and Jeff put together a slate of CAB members interested in CAB positions.

a. SLATE: Nasiri will be staying as vice chair; Phil will be staying as chair; Djamila has expressed an interest in the secretary position as Carolyn is stepping down. The group approved this nominating slate.

b. VOTE: The group unanimously voted to approve this group.

4. Balistreri / Silent Auction update:

a. BALISTRERI: KUVO has 27 restaurants set in place for Balistreri. 11 of these restaurants are new. Tina is working with a partner to develop an innovative marketing strategy to promote Balistreri, a strategy which includes daily social media posts. Elizabeth suggested handing flyers out to the CAB for promotion as well. Carlos Lando joined the group and discussed conducting screenings of jazz related films, specifically Kansas City Jazz, promoted by RMPBS before Balistreri. It would be a way to educate and promote audiences prior to events which will help retention.

b. SILENT AUCTION: The group discussed several partners in Denver, Boulder, and Vail that they can partner with for Balistreri and the silent auction, partners including Nissi's, Rodizio Grill, and Vail Jazz.

5. Steve Chavis, KUVO updates: Steve discussed KUVO's big push to wrap up the 2017 fiscal year and then to focus on Live at the Vineyards promotion.

a. KUVO has a consistent audience of over 3,000 listeners at any given moment. KUVO is also a top ten radio show from 7PM-12AM (Jazz Odyssey). Despite this, Steve still wants to solidify KUVO's programming and audience footing, which means getting the station to 10,000 members. KUVO is currently at 7,700 members. Steve's goal is to fine-tune KUVO's practices and sound in an effort to capture the additional audience-base and get KUVO to 10,000 members.

6. Additional information and votes:

a. May meeting minutes were approved unanimously

Next meeting:

Meeting adjourned at 9:35

Minutes submitted by Shawn Jones (6/27/17), members will be emailed the reports discussed while in the meeting.