

KUVOJAZZ

COMMUNITY CULTURE MUSIC

KUVO COMMUNITY ADVISORY BOARD MEETING

Minutes September 19, 2017

Attendance: Max Paley, Nasiri Suzan, Wayne Fowler, John Shippey, Jeff Brimer, Paul Bates (phone), Woody Laughlin (phone)

RMPBS Staff Present: Elizabeth Mayer, Shawn Jones

KUVO Staff Present: Steve Chavis, Tina Cartagena

Handouts: July Meeting Minutes, KUVO CAB September Agenda

1. Balistreri Recap:

a. RECAP: Nasiri noted that there was a huge turnout for CAB members at Live at the Vineyards. The group also noted that it wasn't as congested as previous years. The organization and flow and the crowd numbers impressed the group and they are excited about next year's celebration.

a. NEXT YEAR: Steve noted that there are significant challenges in promoting Balistreri because it occurs at the end of the fiscal year. The fiscal year requires a certain amount of spots for on-air promotion, which in some ways can hinder the promotion of Live at the Vineyards. Jeff suggested sending early pre-sale invites to the previous year's Balistreri attendees in order to boost promotion and ticket sales. Max inquired about ways to promote events like Balistreri to a younger audience. The group decided that Balistreri might not be the best option for cost-cutting millennials, but that KUVO has other, cheaper events that would be more appropriate. Tina also noted that for next year she would like to keep the ticket prices down and increase the amount of tables. Next year the goal is to reach \$100,000.

2. Pledge Drive discussion: The goal for this fall's pledge drive is \$110,000 and the theme is: "Music Is My Message". The focus of this drive is to become a "Jazz Messenger", a KUVO sustaining member.

b. CAB VOLUNTEERS: There is potential for CAB members to work the phone bank and to do on-air testimonials for KUVO. Nasiri and Max have already signed up. The CAB is planning to do a matching pledge gift for the February pledge drive, instead of this fall's pledge drive.

c. STRUCTURE: Steve noted the different methods of promotion that KUVO is using to increase pledge drive attendance and donations. For example, the pledge drive occurs during "Monk Day", so KUVO will be offering a box set of Thelonious Monk's live performances.

3. Host Night Out: The group discussed whether it's worth doing Host Night Out this fiscal year.

a. Steve noted that the usual December Host Night Out is usually very busy and hard to coordinate. He stated that moving the event to the Spring (March) might be a great option. The group decided that they will aim to have the event in March.

4. Vietnam War recap: Elizabeth addressed the high attendance numbers for the Vietnam War event. RMPBS sold 1400 tickets in Denver, Colorado Springs, and Grand Junction. She stated that there has

been a hunger to share Vietnam-related stories within the community. Nasiri seconded this by noting the emotional stories of the people she has interacted with during and after the event.

b. **CROSS-INTEGRATION:** KUVO and RMPBS worked together to help promote the multi-platform project. KUVO broadcast musicians who served in the war, they played famous “protest songs”, and facilitated many other integrative acts. RMPM hopes to continue this model for future projects.

5. Capital Campaign:

c. **PROGRESS:** Rocky Mountain Public Media has raised over \$8 million in the past seven months, meeting 65% of the company’s goal for the capital campaign. RMPM is now in the schematic design phase of the new building, which involves planning studio spaces, integration between KUVO and RMPBS staff, and many other processes.

5. Programming Changes: Steve addressed the changes to KUVO’s programming and the feedback he has gotten from listeners.

a. **FEEDBACK:** Many viewers have inquired why there has been a sudden change within KUVO’s programming. Some have wondered why KUVO changed their programs and have requested KUVO change them back, some have been fine with change but inquired why it has happened, and a percentage have accepted and welcomed the change. Steve still stands that cross-promotion and more music, less talk is guiding KUVO’s programming and will benefit the station. Tina also noted that *First Take* served as a hub for community and culture. She does not want to lose that now that *First Take* is gone.

5. Upcoming RMPBS meetings: There is a board meeting this coming Thursday and a joint CAB meeting coming up on December 7, 2017.

6. Additional information and votes:

- a. July meeting minutes were approved unanimously
- b. The group needs to follow-up about the Host Night Out committee
- c. Joint CAB meeting invite needs to be sent

Next meeting: 10/17/17

Meeting adjourned at 9:26AM

Minutes submitted by Shawn Jones (9/21/2017), members will be emailed the reports discussed while in the meeting.