

KUVO/KVJZ COMMUNITY ADVISORY BOARD

Minutes May 19, 2015

Members Present:

Jeffery A. Brimer (Vice Chair)
Wayne Fowler
Percy Lyle
Colin Paley (Max)
Woody Laughlin (Phone)
Carolyn Lievers
Nasiri Suzan

Members Absent

Phil Cortese
Paul Bates
Erica Garcia
Chris McNaughton

KUVO staff

Carlos Lando
Steve Chavis

Guests

David Leonard, RMPBS Board Member
Elizabeth Mayer, RMPBS Director of Community Engagement & Audience services

Business Discussed:

- 1) Jeffery Brimer chaired this meeting.
- 2) The April minutes were approved on a motion by Carolyn Lievers and a second by Percy Lyle.
- 3) Elizabeth Mayer recapped the Jazz Fest and the work of a large group of volunteers at the event. The plan to collect email addresses from participants was very successful. [Nasiri Suzan confirmed that using an I-Pad to collect email addresses to expand KUVO's on-line footprint was very effective. She collected 60 new addresses.] RMPBS won two national awards: volunteer of the year for Betty Flatten, a Channel 6 employee who does Story Makers, a creative writing program for 8th graders; and an Edward R. Murrow Award for "Hit and Run, Inside Energy." She reported that I-News is growing its staff and impact on the news business in the metro area [Steve Chavis of KUVO works in part for I-News]. The whole staff of RMPBS is still working on building a staff culture by determining "who are we and what do we want to be." This project, building a culture deck, is an intense and important part of the post merger process.
- 4) Nasiri Suzan, the Volunteer Committee chair, reminded members that City Park Jazz, the Greeley Aspen and Telluride and Juneteenth Jazz Fests need volunteers for the KUVO Booth. She is drafting questions for a KUVO volunteer survey using Survey Monkey –send your ideas to her.
- 5) Ballasteri 30th anniversary event headliner is Diane Reeves and her H2 Big Band. The event is August 8th. The CAB will have a basket in the auction. [Nasiri Suzan is working closely with Arvida to make our basket special.] Members should start now searching for interesting items for the CAB basket – no wine, marijuana products, massage oils or CDs. Tickets to events/activities, services, or merchandise will be best. Theme is date night???
- 6) Jeff reported on the RMPBS CAB meeting- that CAB is moving towards adding more citizen members instead of honorarium and political members in order to bring in more community feedback.
- 7) David Leonard gave us an update on the merged Board and his perspective on the role of the CAB.
 - a) He was on the KUVO Board before the merger and takes that KUVO perspective to the RMPBS Board. While the merger committee is still operating, he believes the merger with KUVO was seamless and that representation continued smoothly in communities of color and the larger jazz community. His example of a thing that supports his perception that the merger is working well was the power grid report from I-News this morning on First take.

- b) Capital campaigns and Kellogg Fund - RMPBS needs 20 to 30 million dollars to fund a new location at Arapaho Crossings, just a few blocks from KUVU studio.
 - c) David Leonard responded to Wayne Fowler's questions about what are the programming goals for KUVU and KVJZ, who KUVU's community is and what the RMPBS Board wants the CAB to do or on what the CAB should focus. He advised the CAB to develop a program(s) and goal(s) with the advice and guidance from the KUVU staff and then present any proposed tweaks to the Board for approval. The CAB should not be waiting for direction from the RMPBS Board to start work on formulating new ideas or improvements with the KUVU staff.
 - d) David Leonard views the CAB as the Board's eyes and ears in the community. He stated 'one measure of effective programming at the stations is successful fund raising drives.'
 - e) On a related point Wayne Fowler also suggested that the CAB assign a committee to draft the annual report to the RMPBS Board that is required by the FCC Act.
- 8) Carlos Lando and Steve Chavis did the station update for us:
- a) On air fund raising has ended!
 - b) On-air personalities are doing more tweeting to engage more listener members while they are on the air.
 - c) Website upgrades are a work in progress – Steve Chavis is working with Natasha Pepperl. Steve Chavis asked the CAB members to look at the improvements to the CAB page and give him some feedback about the changes already made and any other suggestions.
 - d) Steve Chavis gave written statistics and charts about the KUVU listener experience and an interesting study result. He will send a copy via email to absent members.
 - e) Diane Reeves and H2O are doing the 30th anniversary event. There will be fewer tickets sold to improve the concert experience. VIP tickets are on sale now and will go fast.
 - f) Carlos Lando plans come to a future CAB meeting to give an update about programming and hear the CAB's ideas/comments.

Minutes submitted by Carolyn Livers (6/8/15)