

Draft minutes

## KUVO/KVJZ COMMUNITY ADVISORY BOARD

Minutes June 16, 2015 meeting at KUVO Community Room, 2900 Welton St., Denver

### **Attendees:**

Phil Cortese (Chair)  
Jeffery A. Brimer (Vice Chair)  
Carolyn Lievers  
Wayne Fowler  
Nasiri Suzan  
Percy Lyle  
Max Paley  
Woody Laughlin  
Paul Bates

### **Absent**

Chris McNaughton  
Erica Garcia

### **KUVO staff**

Steve Chavis

### **RMPBS**

Elizabeth Mayer, Director of Community Engagement & Audience Services

**Call to Order:** Meeting called to order at 8:00am

**Motion to Approve Minutes:** The minutes of the June 16 meeting were approved.

### **Action and Discussion:**

Nasiri commented that an excellent job has been done by the CAB in obtaining items for our gift basket that will be auctioned off at the August 8 fundraising gala. A list was provided of the items donated. All of the VIP tickets for the gala have been sold.

Phil reported on his attendance at the June RMPBS board meeting. The Executive committee presented nice summaries. Phil gave a short update to the Board. He is told of the CAB's interest in the impact and advantages of social media and that the CAB is looking for new members.

Elizabeth Mayer of RMPBS presented a very informative report on activities at RMPBS.

-The budget was reviewed and expenses have been rising quicker than revenues.

-Between RMPBS and KUVO there are 74 thousand members. RMPBS is looking to bring merge KUVO member data base

-The news-room and production are combining operations

-Elizabeth gave an exciting talk about the current major focus: The Capital Campaign. Peter M. Kellogg of The Kellogg Organization, Inc. gave a great presentation to the Board about the planned facility. It will be located on a full city block in a "severely depressed enterprise zone" at 21st and Lawrence. The facility will combine the offices of RMPBS and KUVO. There will be a 500 seat theatre in the building. After the building is completed because the block will be considered an enterprise zone future plans could include a school, condominiums and a parking garage (none of these will be RMPBS projects). The entire project is to have a "Trans-media content". With the presentation the Board voted to move forward with the capital campaign. Ground breaking will likely be in the spring.

-The Aspire project was discussed. The exercise is collaborative involving the entire staff (including KUVO). The resulting report will detail a vision for RMPBS, discuss the goals of the staff, the execution process to achieve the goals, how the processes can be improved, how to expand the RMPBS footprint, etc. The Aspire report is being finalized and will be presented to the Board in September

-Susan Greenberg and Ramone have left the RMPBS board. Susan has expressed an interest in joining the KUVO CAB.

-RMPBS will be celebrating its 60th anniversary in January '16.

Nasiri has been appointed to a new team (after much vetting of the team members) at RMPBS which is charged with restructuring the volunteer program. (Congratulations and good work Nasiri!) Currently, KUVO and RMPBS have their own

volunteer groups but there is a goal to merge them. Nasiri recently received the KUVU volunteer survey and this has been forwarded to Steve. Nasiri is planning to report back to the CAB about this survey.

The recent draft presented at the last meeting by Wayne, the Chairman of the Outreach Committee, about what defines our community was discussed. The draft will be given to Steve and presented to the staff to solicit comments.

The creation of our first annual report of the CAB to be presented to RMPBS was proposed at the last meeting. We believe that an annual report will allow us to make our progress and our thoughts known to the decision makers. It will also provide a report to our listening community. The goal is to have a draft report completed by October or early November with the completed report submitted to the Board early in January. An outline (template) of the report will be prepared by the Executive Committee of the CAB along with committee chairpersons Carolyn and Wayne. It is targeted to be presented at the September CAB meeting.

Elizabeth mentioned "homework" that staff and Board members have been given. Talk to three people and ask their thoughts about RMPBS. Phil thinks this is something the CAB should do so we are charged to speak with KUVU listeners we know and/or encounter and ask them simply, what three words come to mind when you think of KUVU.

Steve gave a report of happenings at KUVU/KVJZ.

-In conjunction with the 30yr celebration of the station 80 people attended the opening of the KUVU history display at the Denver Library at 24<sup>th</sup> and Weldon.

-KUVU 30 Under 30 reception and jam was held Sunday July 12 at Nocturne Jazz and Supper Club. The venue was jammed and it was "a happening".

-At Phil's suggestion, Steve will arrange for a Public Service Announcement in September inviting listeners to attend our monthly CAB meetings

-The August 8 Gala will be sold out.

Natasha arrived toward the end of the meeting and gave a brief report on the KUVU web site and the CAB's listing on the site. Natasha took a group photo of the CAB which will be posted on the web site.

**Next meeting:** The next meeting is scheduled for August 18

The meeting was adjourned at 9:40am

Respectfully Submitted:

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Paul Bates

Approved:

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Phil Cortese, Chairman