Members Present: Karen, Loran, Kim, Katlin, Coach  
**Keith from Target plans to join us in the g**

**CAB Vision:** CAB will continue to define VISION.
- The CAB vision will encompass benefits to KAFM listeners…tangible benefits and beyond

**Pledge Drive Discussion:** Evolution of the fund drive…
- Really like the choice music played during the fund drive
- Camaraderie amongst programmers is fun…talking okay during fund drive
- Don’t focus so much on how much more money we need
- Less pressure and lower show goals or not so much importance placed on just reaching the goal
- CAB is supportive of and enjoying the short, focused “pitches” in during the fund drive.
- E-mails are great reminders to supplement fund drive pitches
- People seem to like the premiums
  - Love the alcohol: goat vodka, Kannah Creek, Palisade Brewery
  - Listeners like the special premiums that programmers put together to make their fund drive show unique
- CD’s as a premium
  - Wondering if this is a worthwhile premium
  - Offering an alternative to KAFM? Are we promoting listening to CD’s instead of KAFM?  
  - Confusing premium…so many titles to choose from and listeners have a hard time keeping track of which premium is available.  
  - Pandora, other modes – not many people listen to CD’s a lot anymore (old technology)

**KAFM and local businesses**
- KAFM is not playing in many businesses.
- There is probably less now because of Pandora
- How could we saturate establishments in the valley with the sounds of KAFM?

**KAFM Membership Card**
- CAB would like to discuss the idea of a KAFM membership card – KAFM Radio Card
- Membership benefits all year round
- Business discount
- Local businesses honoring the membership card or playing KAFM could have a sign in the window saying they are supporters of KAFM 😊
- Could be difficult to manage and may require additional staff support
• Discussion questions for June meeting:
  ✔ What would be the minimum pledge amount to receive a Membership Benefit Card?
  ✔ Could you join in the middle of the year? In between fund drives?
  ✔ How many benefits/businesses could be included? Would we limit?
  ✔ What about competing businesses?
  ✔ How do we approach businesses?
  ✔ What about underwriters and current supporters

Next Meeting: June 12, 2014 @ Kim’s House
2377 South San Miguel Drive on the Redlands

Future Agenda Items:
  ✔ KAFM playing in local businesses
  ✔ Art Auction Items
  ✔ KAFM Membership Card
  ✔ Other member related benefits
  ✔ Community Affairs programs

August Meeting: August 7th @ Coach’s house