

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