In attendance: Coach, Katie, Kim, Betty, Zac, Karen, Katie, Janice, Matt, Marc
Absent: Mariah, Martha
Guests: Joy Hudak, Kayla Holst, Victoria Becoat, Veronica Stoddart

Introduction of Members: (New CAB member: Marc Summers)
- Reminder, CAB does not make policy but recommendations
- Community Advisory Board Roles and Responsibilities Review

On-air fundraising: (Fund Drive Revenue makes up about 30% of the budget)
- In place of regular Pledge Drives, KAFM was forced to do member drives with recorded pitches in “virtual” drives. Did CAB members notice, and how did it sound?
- Traditional phone-in drives were seeing a steady decline in revenue for several years. Do we even want to bring those back, post-pandemic?
- What other types of fund-raising could be used to replace on-air drives?
  ○ Bring back Radio Daze
  ○ One Event vs. a Weeklong “Phone-In Drive”
  ○ Some CAB members turn off their radio during fund drives
  ○ Could we live stream/video to reach more members/people working at home
  ○ Continue with short recorded pitches to try and raise funds
  ○ Use testimonials to encourage folks to donate
  ○ Modernize the fund drive post pandemic
  ○ Find ways to maximize our Monumental Members
  ○ Extra little drive in the summer...3 companies supported matching new Monumental Members
  ○ KAFM App or notifications or text
  ○ Telemarketing...make calls?
  ○ Social Media - Think about utilizing Facebook Live and other social media platforms
  ○ DONATE NOW Button!
  ○ Virtual Fundraising Event with live music and other events
  ○ Online Auction
- Guest: Joy Hudak of Riverside Educational Center - Successful Fundraising
  ○ Dinner Event ($125,000)
    - Ticket Sales not a big piece of the revenue Table Sponsors only!
    - $1000 for a table of 6
    - Sponsorship Levels: Platinum, Gold, Silver...Determine venue and number of tables and then decide on incentives and prices
    - Cash Matches, Table Sponsors, Face to Face Meetings
Live and Silent Auction

- Messaging: Annual Report, Sales Pitch, Benefits - tie all this to sponsorship levels
- Donate Now Button...making fundraising easy
- Sponsors/Underwriters
- Appreciation
- Keep Your Donors - list donors in reports and on website

New Community Affairs segment: Hosted by the Veterans Administration

- Guests: Kayla Holst, Victoria Becoat
- 15 minutes once a month for now, but may expand
  - Reach veterans who are listeners
  - Outline benefits and help veterans get enrolled
  - Subject Matter Experts on air
  - Engage families of veterans to provide support
- Topics:
  - Pro-Active: Estate planning and what veterans are entitled to
  - College Tuition
  - Vaccines
  - Medications
  - Free Hearing Aids
  - PTSD
  - Adaptive Sports, Recreation, Hunting
  - Veteran on the Radio
  - Homeless to House
  - Short segments to advertise...Did You Know __________?
    ■ We sent veterans on a fishing trip to Alaska

New Community Affairs Segment: Hosted by Underdog Pet Rescue - Moab, Utah

- Guest: Veronica Stoddart
  - Underdog
    ■ Volunteer and foster
    ■ Spay and Neuter Clinics
    ■ Adoption Events
    ■ Looking for Fosters
  - Pet OwnershipShow: cats, dogs, horses
    ■ Dog trainer
    ■ Veterinarians
    ■ Pet store owners
    ■ Underdog and other Rescues
    ■ Horse Rescues
    ■ Doggie/Pet Daycare
    ■ Animal Therapy
    ■ Equine Therapy
    ■ Service Animals
- Loma Cat House
- Pet Trusts & what happens to pets when their owners die
  ○ Possible Show Names
    - Pet Party
    - Animal Kingdom

Review of 2020: Coach (save for March)

Back-up person for Kim for taking minutes
  • Betty!

Next meeting: Tue Mar 16