Guest presenter: Susan Nickles, St Marys Senior Corps

Topic: Fundraising

- Susan presented St. Mary’s Senior Corps fundraising strategy/approach and promotion material with CAB.
- They compiled “packages” for their silent auction, developed a marketing piece, and shared how these tools were distributed to members of their Advisory Board/Council to get their help with marketing the silent auction items that would be available during their annual Golf Tournament.
- The packages offered experiences or themed baskets/bundles to draw more interest than past silent auction items. They also put together “Sponsorship” packets to help supporters reach out to potential businesses and other groups to sponsor their event.

Spring Pledge Drive recap

Ramona

- Total raised was $29,700; goal was $32K. Update: $30,250 (05-29-18)
- GIL foundation offered a match of $1500 for new member contributions.
- The goal for next drive is to embed testimonials offered by our current UWs and supporters, and programmers/volunteers. Mention was made that CAB members should be included in the testimonials for the Fall Drive.
- Monte offered valuable feedback re: the Beer Tasting event – the food pairing needs to be better, and overall it was a good format. Some minor tweaks would make the difference but felt that overall it was a good first time event.

20th Anniversary of KAFM

Ramona

- In March of 2019, KAFM celebrates its 20th anniversary.
- There will be a specific campaign to get new and current members to be recurring members.
- The anniversary plan will be rolled out at the end of 2018, possibly during the Holiday Open House.
- There could be an event each quarter for the year.
- Campaign could feature long-time KAFM programmers. (Programmer Stories).
- Programmer input will be solicited via survey or a meeting.
- The campaign theme will be Vision 20/20, and offer up a vision for the next 20 years.
- The campaign will showcase achievements made over the last 20 years.
- Consideration around holding “members only” events during the campaign
- Anna spoke to the need to target younger community members, especially young professionals. A recommendation was made to get a group together and have them plan the event, outreach strategy/execution, etc.
Radio Room Event Idea: Coach, Betty
World Cup live broadcast
- Exploring the option to stream 2018 World Cup games in the Radio Room.
- A food truck was mentioned as a possibility to offer food.
The CAB members were taken to the Radio Room by Betty for a demonstration of the projection of live TV.

Update: (05-29-18)
- Three dates booked: Jun 17, Jun 23, Jul 15. All 8:30am. Peach Street Distillers will make Bloody Mary’s, Wine Country Inn will make breakfast.

Next meeting: Tuesday, Jul 17