

KAFM Community Advisory Board Minutes

May 15, 2018 5:30pm Meeting #3 of 6

In Attendance: Betty, Anna, Monty, Karen, Katlin, Zac, Martha, Janice, Coach
Guests: Susan Nickles, Ramona Winkeller, Jenn Clark (minutes)

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