

KPFT Community Advisory Board (CAB) Meeting
10:30 -12:00 am, Saturday, April 18th, 2015
Midtown Bar & Grill, 415 West Gray Street
Minutes drafted by CAB acting secretary, Timothy O'Dowd

Attendance: *CAB members attending:* Lena Baines, Anisa Faruqi, Carol MacGregor, Marianne Martinez, and Tim O'Dowd, and Susan Young. *CAB members absent:* Sue Wittee (excused absence), and Rosie Soto (un-excused absence)
Members of the public: Stewart Snow and Craig Lightener

Call to order/Minutes/Meeting Agenda: CAB Chair Marianne Martinez called the meeting to order at 10:51 am; took attendance and review minutes of the previous meeting, distributed the agenda.

- Lena spoke about the need to keep membership status confidential.

Review of the "Pacifica Mission Statement" and CPB Guidelines: Skipped

New Business: none.

Committees:

Outreach: On April 11th 2015, KPFT was at the Art Car Parade and CAB members were there in support of the station, Stewart Snow, Carol McGregor and Marianne Martinez. CAB members talked and did some debriefing on their experiences. Marianne stated that the new KPFT program guide went over well with the crowd. In addition some of the public commented on various issues including:

- dead zone near Aldine and the Beltway where KPFT signal cannot be heard. These same individuals commented that they would listen if they could and feel a need to get the kind of news and information that only KPFT can provide for them.
- Another individual approached the KPFT tent and wanted to know, "what membership" means? CAB discussed the need to be able to communicate with the listening public about what membership to KPFT entails with regards to what they are giving as well as receiving from the station. Carol talked about having a flyer prepared with information about what membership means.
- CAB discussed the upcoming Crawfish Festival in Spring Texas. Several members of CAB intend to be at the festival. CAB spoke of their purpose at the festival and it was agreed by consensus that CAB would focus on membership. Doubts were raised as to whether CAB should accept money from potential members. Marianne suggested that an alternative would be to take pledge forms and then have the person send a check or money order into the station. It was felt that CAB should talk with Station Management about this before going any further.
- CAB members spoke of carpooling but the conversation did not come to a resolution at this time, most likely we will hash this out by email.
- Stewart Snow had some great ideas concerning outreach and was nominated to head the CAB Outreach sub-committee, he accepted.
- CAB moved to approve Stu onto CAB as this is his second meeting and the majority of CAB agrees that Stu will be a valuable asset to the CAB.

Town Hall Meetings: Discussion about a town hall meeting was begun. Carol, Marianne, Tim and Susan agreed that it would be difficult to conduct a town hall meeting during an outreach event. CAB decided that this year efforts will be focused on outreach into different communities inside and outside the inner loop, and beyond. CAB would like to reach out to under-represented areas within the KPFT signal area.

Old Business: none

Public Comment:

- Craig Lightener volunteered to translate outreach materials to Spanish for CAB, specifically a flyer that explains what membership means. Craig also recommended reaching out to listeners via email blasts and the like.
- Stuart Snow spoke on his desire to be a member of CAB and said that he is anxious to begin outreach efforts into areas where youth congregate specifically the high school of performing arts and University of Houston School of Communications.

Next Meeting: May 16th, 2015, 10:30am – 12pm, @ Midtown Bar & Grill, 415 West Gray Street.

Adjournment: Meeting adjourned at 11:43am.