

KPFT Community Advisory Board (CAB) Meeting
10:30 -12:00 am, Saturday, June 20th, 2015
KPFT Conference Room. 419 Lovett Blvd
Minutes drafted by CAB acting secretary, Timothy O'Dowd

Attendance: *CAB members attending:* Lena Baines, Anisa Faruqi, Carol MacGregor, Marianne Martinez, Tim O'Dowd, Susan Young, Stuart Snow and Sue Wittie. *CAB members absent:* Rosie Soto (un-excused absence)

CAB Candidates: Terry LaFave and Craig Lightener

Call to order/Minutes/Meeting Agenda: CAB Chair Marianne Martinez called the meeting to order at 10:30 am; took attendance and review minutes of the previous meeting, distributed the agenda.

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

New Business:

- ***Membership cards:*** CAB discussed the idea of membership cards. KPFT is the only station in the Pacifica network without one. However, CAB is aware of the amount of time needed to solicit local businesses and organizations to support and contribute to the membership card program. A motion was made by Tim O'Dowd to begin a preliminary exploratory group that will work on research for this project. Tim agreed to chair this committee. Other members who agreed to work on this subcommittee are, Sue Wittee, Terry LaFave and Anisa Faruqi.
- ***Grant writing:*** CAB discussed the idea of writing a grant for KPFT. Tim made motion to form a subcommittee that will focus on learning about writing grants and possibly putting one together for KPFT. Tim O'Dowd agreed to chair this subcommittee. Members wishing to serve on this committee are; Carol McGregor and Sue Wittee. Lena Baines agreed to help out. Susan Young said that she would provide information to the group including some sample grants.

Committee Reports:

Outreach: Chair, Stuart Snow

- **Last Concert Birthday Bash (May 22) debrief:** Stuart, Marianne, and Tim attended the event as participants. Lisa Blaylock from Pat and Rosie's Night Sounds organized event. Suggestion was made that CAB volunteers help out with future events. CAB

is planning to attend Watermelon Festival, we will coordinate with Robin on how and where we can help.

- **Miller Theatre Accordion Festival (June 6th) debrief: Event was well attended. Robin Allen, Tim, Marianne and Stuart volunteered at the KPFT table. Although people may have been steered by station programmers to the table, it was the salesmanship of our volunteers who were able to convince people at the event to donate to KPFT. Commendation should be given to Tim O'Dowd who pitched the station to everyone who approached the table. We were able to raise close to 400 dollars for KPFT that day.**
- **Freedom Fest (July 4th) - Plans are being made for this event. Stuart will be coordinating with Robin. Estimate setup around 3pm, take down before nightfall.**
- **Last Concert Watermelon Dance (July 25th) - Plans are being made for this event. Stuart will be coordinating with Robin.**
- **Pride Parade- CAB would like to participate in this but too short of a notice. Planning needs to take place, hopefully we can plan this for next year after talking with Robin. Someone said that Bill Crosier has coordinated this event in the past.**

Survey Committee: Chair, Timothy O'Dowd

- **CAB survey is currently up on the website. All are encouraged to fill out the survey.**
- **Tell others and call programmers.**
- **Survey will run through the next fund drive in August.**
- **A Spanish language version is in the process of being translated for the website.**

Public Comment:

- **Craig Lightener spoke on some research he is doing on line. He specifically noticed that Facebook has a lot of activity that might be used to KPFT's advantage. Craig noticed that there over 14k likes on the website, and over 4k visits. There were Spanish comments on the page and other comments that are useful to look at. Craig suggested that an idea could be to thank those people who are "liking" the station and then follow them by way of a biweekly or monthly newsletter. Other idea would be to send out bipartisan information on the Presidential election, in this way making a connection with these people who have liked the website. At some point soliciting them for a donation once ground work has been laid.**
- **Terry LaFave spoke to CAB about radio research. He mentioned some info he got from stations in Australia and Texas. There could be some information sharing done between other CAB's from other stations. Terry mentioned that Texas A&M has an interesting station. Susan Young mentioned that university stations do not have CAB's, however we could research work being done by Affiliates and other Pacifica Stations. Terry's research included 15-20 different sites, and trend data was approximately 5 years old.**

Other comments: Anisa mentioned that on July 24th there will be an event in Houston called the "Space City Comic Con". Anisa and Susan Young both expressed an interest in this event. It was suggested that they bring a report back to CAB on how the event turned out. However, due to the fact that the CAB is already planning an event on July 23rd at Last Concert, the CAB outreach committee will not be able to attend this event. Not enough lead time for planning was available. All events need a minimum of 6-8 weeks lead time for planning purposes.

Next Meeting: Saturday, September 19th, 2015. 10:30am-12pm. KPFT Conference Room, 419 Lovett Blvd.

Adjournment: Meeting adjourned at 12:00 pm