

Minutes – KPFT Development Committee Meeting
May 6, 2015 by Teleconference

Note: **Action items** for committee members are underlined and bolded below.

I. Call to order; roll call

Teresa Allen called the meeting to order at 5:39 pm CDT, and called the roll. Present were Teresa Allen, Mike Badzioch, Bill Crosier, and Robin Lewis. Joining later were Ron Blake, Robert Mark, Nancy Saibara-Naritomi.

II. Approve Agenda

T. Allen moved that the draft agenda, e-mailed to the committee, be adopted. It is:

2015-05-06 KPFT Development Draft Agenda:

- I. Call to order; roll call
- II. Approve Agenda
- III. Approve minutes
- IV. Development Directors Report: Robin Lewis
- V. New Business
- VI. Set next meeting
- VII. Adjourn

T Allen moved to remove Minutes Approval from the agenda and postpone that until the next meeting. No objection.

Amended agenda approved without objection.

Hearing no objections, the amended agenda was adopted.

III. Development Directors Report: Robin Lewis

(Refer to written report that Robin sent this afternoon – see below.)

Monthly Development Report to General Manager – 4/15/15 (FY15 report)

Listener Support Revenue Goals:

- Membership count on 4/15/15 = 7,180 (5% of estimated listening audience of 155,000/week (December 2013 weekly cumulative Arbitron number)
- Renewal Rate = 43% in FY13; 31% in FY15 so far
- Average annual gift = \$197.09 in FY14; \$175.19 in FY15 so far

LISTENER SUPPORT CURRENT \$\$\$ TOTALS for FY15(as of 4/15/15): \$616,211 of income has been collected in FY14, 54% of the listener-support revenue goal for FY15 of \$1,134,138, about 4% above expectations at this time.

Pledge Drives:

The Fall 2014 membership drive ran October 12, 2014 thru November 1 and raised \$268,379 in pledges, 84% of the \$320,000 monetary goal. The fulfillment rate for this drive is currently

82%.

The Winter Quiet Campaign ran through the month of December, 2014, and brought in \$37,965. The fulfillment rate for this drive is currently 93%.

The Winter on-air drive was conducted from January 15 through January 31 and brought in \$212,130 in pledges, 76% of the monetary goal of \$280,000. The Winter drive currently has a fulfillment rate of 73%.

The Spring Fund Drive will commence on April 24 and end on May 14. The monetary goal is \$320,000.

Capital Campaign for New Transmitter:

Currently, \$61,996 has been raised towards antenna repairs and transmitter replacement, mainly from on-line donations, from pledges at the event with Amy Goodman in March 2012 and the Kemah Crawfish Festival in 2012, from donations at the Ray Hill Roast in April 2015.

Direct mail and Telemarketing:

- o FY15 renewal mail has brought in \$31,510 in revenue and 282 returning members.

Community Relations/Events:

- A roast of Ray Hill (and fundraiser) was held on April 4, 2015 at the University of Houston Hilton. The event netted \$17,670 for the station
- KPFT participated in the Art Car Parade on April 11, 2015 on Allen Parkway
- KPFT's Raffle of a weekend in a condo in New Orleans during Jazz fest netted \$2,250 for the station. The winner of the Raffle was an Eric Owen
- Damage Control will have a backyard party and food drive for Houston Food Bank on Saturday April 18 in the KPFT backyard
- KPFT is a media sponsor of the Texas Crawfish and Music Festival in Spring, TX on April 24-26 and May 1-3
- The Sapphire Benefit in honor of KPFT's 45th Birthday will be held on May 3rd at The House of Blues in downtown Houston

Web Presence:

- o The following statistics are for the period March 15 – April 14, 2015. Visits are down 5% over the previous month period:

1. 47,066 page views
 2. 11,501 unique visitors
 3. Average time on KPFT's site: 2:00 minutes
 4. 41% of visitors are new to the site
- KPFT's Facebook page has 13,929 likes, down 3% over the previous month's figure, and a total weekly reach of 19,718 13,320, up 48% compared to last month's report.
 - KPFT's Twitter account has 3,343 followers, up 2% over the previous month.

Discussion on Development Director report:

* Ray Hill Roast made net \$17K net; R Lewis is pursuing commitments to Capital Campaign (\$10K of that \$17K are dedicated to that capital campaign for the transmitter). R. Lewis reported that about \$3K more was pledged for the Roast, but not yet paid, so the final income may be higher.

* **Action item: T. Allen will ask KPFT's LSB to help in asking people to contribute to the fund drive.**

* KPFT's 45th birthday Sapphire Fundraiser, organized by Sandy Weinmann, produced \$2700 net income so far, mostly from two \$1K sponsors

*Vehicle donation program: \$23K net income so far during this fiscal year (44 cars donated); T Allen working with PD on promos. **Action item: Development committee members should talk up the vehicle donation program with friends, on social media, and with board members.**

Action item: R. Lewis will ask Ernesto to make the car donation link more prominent on the new KPFT web site.

Action item: Committee members should send ideas for cute/interesting promos for car donations to T. Allen.

T. Allen had to leave the call for another meeting; B. Crosier chaired the rest of the meeting.

V. New Business

Transmitter Capital Campaign: B. Crosier reported that KPFA will loan KPFT, through the Pacifica National Office, \$100K to help us buy a new transmitter. He said that with the \$23K we have for that which has not already been spent on other needs, we'll need to raise at least \$37K, or better to raise about \$55K, to cover the rest of the transmitter cost plus installation expenses. R. Lewis said we may use what has been raised so far, including the loan from KPFA, as a match for a grant and that we should contact foundations (such as the Simmons Foundation and Houston Endowment) who might help fund this. M. Badzioch suggested we try to quantify reductions in listener support due to our decreased power and interruptions caused by transmitter failures. R. Blake also suggested getting a good graphic, such as a partially-built transmitter tower, to visually show how we are doing towards the capital campaign financial goal.

Action Item: All committee members should make a list of ideas they can help to carry out, to contact major donors and/or get grants for the capital campaign. A special meeting will be scheduled for this after the spring fund drive.

Collaboration among Development Committee members: R. Blake suggested we look into using Google Docs and Google Drive as a tool for collaboration among committee members on projects such as the capital campaign. B. Crosier said we already use it for the Outreach Committee and that it's a good idea for development, too.

KPFT History Documentary: N. Saibara-Naritomi suggested we make an audio or video documentary about KPFT's history. **Action item: She volunteered to make a list of people to interview and how to find them, and to find an experienced producer for such a documentary.**

VI. Set next meeting

The next meeting was tentatively set for Wed. June 3 at 5:30 pm by teleconference.

Action Item: B. Crosier will post this on the kpftx.org meeting calendar.

VII. Adjourn

The meeting was adjourned at 6:55 pm.

Respectfully submitted,

Teresa J Allen

Bill Crosier

05-09-2015; approved 2015-09-08