

2025-01-07 KPFT Development & Outreach Cmte Minutes

Draft Agenda

I. Call to order, roll call

II. Approve Agenda

III. Approve 2024-12-03 Minutes

IV. GM/Development Dir Report

V. How can we help with KPFT's Birthday Celebrations??

VI. Outreach Calendar Items:

A. MLK Parade 2025-01-20 (this is also Inauguration Day)

B. St. Patrick's Day (Monday, March 17),

C. Earth Day (April 22/Sat, April 19 Run Green),

D. Art Car (April 12th)

E. KPFT Town Hall mtg.: postponed to Feb 2025 – could we coordinate with another highly-attended event?

F. Big Picnic, Meet & Greet: T. Mercer

G. Pride Event

VII. Development- Lapsed Donor Calls date

VIII. Verify next meeting: 2025-02-04

IX. Adjourn

2025-01-07 KPFT Development & Outreach Cmte

I. The meeting was called to order at 6:09PM CT. Present: Teresa Allen, Anisa Faruqi, Kurt Guerdrum, Robin Lewis, Torry Mercer, Rick Norris, Nancy Saibara-Naritomi, Debbie Smith, Matt Voloto, Excused Absence: Tom Harper, Sandy Weinmann; guests: Rob Lee, Rhonda Garner

**Cmte. membership will be solicited by attendance at February 4, 2025 meeting (or request for excused absence if one cannot attend that meeting).

II. Agenda was approved without objection.

III. 2024-12-03 Minutes were approved without objection.

IV. GM/Development Dir Report- Robin Lewis: Membership count as of 1/2/25 = 2,741

- Renewal Rate = 61% in FY24; 43% in FY25
- Sustainer Number = 1,368 so far in FY25, 50% of current total membership
- Monthly Sustainer Income = \$24,866 as of end of December 2024
- Average annual gift = \$174.44 in FY24; \$205.69 so far in FY25

LISTENER SUPPORT CURRENT \$\$\$ TOTALS (includes memberships and sponsorships: FY24 brought in \$748,312; FY25 has brought in \$167,537 so far; thanks to Rob Lee for announcements promoting IRA donations).

KPFT has secured a place in the MLK Parade on January 20 and also a table at the Festival afterwards. The place in the parade is for a truck and walkers.

V. How can we help with KPFT's Birthday Celebrations?? Fill seats at Heights Theatre in March or April; iGM & iPD are approaching musicians now. This Cmte. is for 1.) increasing visibility, 2) increasing funding, 3) increasing identity- to build sense of community (dialogue & relationship). We can promote a theme or complement what the staff is organizing. R. Lee suggested working on something special to focus attention on 55 year anniversary. R. Garner suggested a line-up of bands.

VI. Outreach Calendar Items:

A. MLK Parade 2025-01-20 (this is also Inauguration Day) **Melissa Buie, N. Saibara-Naritomi, Debbie Smith, Kurt Guerdrum want to participate; Robin Lewis & D. Smith will do quarter-

fliers; D. Smith will pick up banner, clipboards and will print/deliver fliers; N. Saibara-Naritomi will check on electric car. We have no volunteer liaison for this event yet.

B. St. Patricks Day (Monday, March 17)- looking for volunteers and whether volunteer programmers need assistance.

C. Earth Day (April 22/Sat, April 19 Run Green)- we are waiting to hear if any volunteer programmer wants to be involved.

D. Art Car (April 12th)

E. KPFT Town Hall mtg.: postponed to Feb 2025 – could we coordinate with another highly-attended event?

F. Big Picnic, Meet & Greet in Manvell Park: T. Mercer is still researching.

G. Pride Event

H. Under the Volcano Event- this Sunday still has tickets available.

VII. Development- Lapsed Donor Calls date in Feb or March with 3 volunteers at a time- Robin will call past volunteers to determine best dates.

VIII. Verified next meeting: 2025-02-04

IX. Meeting adjourned at 7:35pm CT.

Respectfully submitted,

Teresa J. Allen

2025-1-07; approved 2024-02-04