

KRCU Public Radio
Community Advisory Board
Minutes of the Meeting
September 11, 2019

CALL TO ORDER

Sara called the meeting to order at 12:20 p.m. Board members present were: Shvetha Gohn, Karie Hollerbach, Missy Marshall, Jeff Rawson, Sara Steffens, John Dodd, Pete Andrews, Dave Bammel, and Quantella Noto. Ex-officio members present were: Dan Woods, Lindsey Grojean, and Parker Butler.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the June 2019 meeting was made by Sara. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan reported that KRCU will be celebrating its 30th anniversary as an NPR affiliate station next year. Staff has been discussing how to best promote the milestone starting in January. Some ideas included a nice dinner with a 'big-name' NPR speaker and an exclusive '30 Year' design to be printed on merchandise. One conflict for getting a well-known speaker is the occurrence of an election year, when NPR speakers are usually booked with reporting duties.

There are hopes to establish an endowment to promote the long-term viability of the station. Possibilities include raising \$30K in 2020 to launch, and generate 5% each year; this endowment could be promoted through the 30th Anniversary.

DEVELOPMENT DIRECTOR'S REPORT

Parker reported that, with the 2019 Fall Drive approaching, 18% of the \$50K goal has been met thanks to a first mailing.

Parker has been working with Villainous Grounds to host a meet & greet event in Perryville 'on the square.' He hopes this engages Perryville-area listeners and future underwriters, as it would be the first KRCU event held in that area. Dave noted there is a lot of interest. There will be appetizers and drinks donated by various businesses in the area.

With an estimated 80% of philanthropic dollars in the U.S. coming from individuals, Parker and Dan are establishing monthly Circle member visits to add depth to those donor relationships and discuss initiatives for the fiscal year.

Underwriting update: New underwriters include Gray and Co. Real Estate, Lois and Jeff Long, Beyond Commercials, and St. Augustine School. Parker has been able to upgrade a few underwriters as well. SEMO Athletics and KRCU are partnering with Cape Small Animal Clinic to bring a frisbee dog halftime show to a game in early 2020.

Events: With the **2nd Annual 5KRCU** approaching, signups have been 'lackluster' so far. Not much about the event has changed aside from the Halloween theme and expansion to a 'female and male' category split. There were 60 registrants in 2018. Parker is discussing the possibility of having a post-race party with Stuart Matthews of Minglewood. Missy suggested a virtual runner registrant option for 2020. The **KRCU Valentine Party** will be back in 2020 with the 80s theme 'striking back.' Possibilities include a silent auction with big-ticket items such as jewelry, a vacation package, or art. **Putt Putt for Public Radio** is in early stages of development. This event would be slated for early spring 2020 and take place at the TeeHouse Complex. With trade, it would be 'pure profit' and low-cost. Tickets could be \$20/person, 2-person scramble with flights at 6 p.m. and 7 p.m. Quantella noted that her hospitality management students may be able to make/donate 'mini' food.

The 2020 Spring Drive is tentatively scheduled for the week of Wednesday, Mar. 25 through Wednesday, Apr. 1.

ADJOURNMENT

Sara voiced consideration for a motion to adjourn. Meeting adjourned at 12:58 p.m.