

KRCU Community Advisory Board

Minutes of the Meeting

March 20, 2019

CALL TO ORDER

Karie called the meeting to order at 12:19 p.m. Board members present were: Pete Andrews, Karie Hollerbach, Shvetha Gohn, Jeff Rawson, Barb Morgan, Quantella Noto, Jeff Rawson, Sara Steffens & Colby Williams. Ex-officio member Dan Woods was present. Jeanette Lawson was present as secretary.

MINUTES OF PREVIOUS MEETING

A motion to approve the minutes of the December 2018 meeting was made by Quantella and seconded by Sara. The minutes were approved by acclamation.

GENERAL MANAGER'S REPORT

Dan reported that KRCU's Valentine's Party was a huge success with higher attendance and more money raised than last year. The consensus was that we should stay with the live band. The date has been reserved for February 15, 2020 with "That 80's Band" again. This time we will look at adding a silent auction.

KRCU's Spring Membership Drive will take place March 27 – April 3. Board members were asked to sign up for on-air and phone shifts. The station will not pitch on the weekend but will run pre-recorded spots. We have received \$4,225 to date. The goal will be \$50,000.

The KRCU Operations Director position should be filled soon. There are a few minor paperwork issues to resolve before it can be made official. The Office Manager search will start soon.

DEVELOPMENT DIRECTOR'S REPORT

In Parker's absence Dan reported that the KRCU Donor Appreciation Soiree will take place on April 30th at Ebb & Flow. KRCU "On Tap" will take place May 13th at Minglewood. Tickets are on sale for \$50 which includes food, music and a pint glass with KRCU's logo. Tickets are limited to 60 because of space restrictions at Minglewood.

KRCU will be the official media partner this summer for Old Town Cape's "Tunes at Twilight." Parker will emcee for concert on Friday, May 31 and KRCU will have a table at the concert that night.

Parker is working with BMI (Bariatric Metabolic Institute) and The Behrens's Winery in Perryville on underwriting opportunities.

Sara reported on the KRCU Development Committee stating that she and Karie will look up some grants for the station. They would also like to develop KRCU uncorked events at local wineries.

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Colby suggested Carissa Stark from Mary Jane's as a board member, and suggested we check River Ridge Winery for future events.

There are two new local shows on air -- *Consumer Handbook* with Whitney Quick from the Better Business Bureau and *Martin's Must Reads* with Betty Martin.

The station has been partnering with the Missouri Broadcasters Association and Mizzou students for spot news. The news stories are used on-air during *Morning Edition* and online at krcu.org.

Meeting adjourned at 12:47 p.m.