

# **KRCU Community Advisory Board**

## **Minutes of the Meeting**

### **December 19, 2018**

#### **CALL TO ORDER**

John McGowan called the meeting to order at 12:25 p.m. Board members present were: Pete Andrews, Karie Hollerbach, Dan Presson, Jeff Rawson, Sara Steffens, Denelle Smugala & Colby Williams. Ex-officio members Parker Butler & Dan Woods were present. Jeanette Lawson was present as secretary

#### **MINUTES OF PREVIOUS MEETING**

A motion to approve the minutes of the September 2018 meeting was made by Dan Presson and seconded by Karie. The minutes were approved by acclamation.

#### **GENERAL MANAGER'S REPORT**

Dan reported that KRCU's Operations Director, Jason Brown, is taking a new position as Program Director at KLCC in Eugene, Oregon. Jason's last day will be by January 4, 2019. The President agreed to waive the four month hiring delay on this position so we will get the process of hiring a new Operations Director as soon as possible. Dan mentioned that with only him and Parker at the station they may be slower to respond to things and asked that everyone have patience during the transition of both Jason's and Jeanette's re-hires.

John asked if we had someone lined up to take over Jason's program "Left of the Dial." Dan said the station would just be making some program changes to use in place of "Left of the Dial."

KRCU's student report/host, Lindsey Grojean graduated in December but the station has been able to hire her part-time as a temp -- at least to the end of the fiscal year.

Parker reported on the success of the 5KRCU. We had over 60 registered and made about \$1,400 and hope to do it again next year. There are a few adjustments to make for next year, one being making the course better but overall, for a first time event, we did well.

NPR reporter Sarah McCammon's visit was also well received. We had a great turn-out at the Circle Event at Minglewood and a pretty good crowd at the speaking event at the Alumni Wehking Center. Dan also taped a TV show with her during her visit.

KRCU's Spring drive will take place Wednesday, March 27 through Wednesday, April 3. The station will need more help than ever this time around with being down two people so board members are encouraged to sign up for on-air and phone shifts. Jeanette did a lot of the back end tabulations so Dan & Parker will have to keep up with that this time as well and won't be able to do so much on-air.

KRCU 80's Valentine's Day Party will take place Saturday, February 16 and tickets are now on sale. Early bird tickets are on sale through January 11<sup>th</sup>. Dan encouraged board members to spread the word about the party. If it's a sellout we could see a profit of \$13,000 or so. SoutheastHEALTH, Isle Casino and Brown's Shoe Fit Co. are all sponsors again. Parker is also talking with Saxony about sponsorship.

Dan informed board members that the KRCU STL (Studio transmitter link) has now been replaced and the antenna has been moved to the Serena building. KRCU's engineer, Dave O., has taken the old equipment and put new caps in it and put it all back together so we now have a back-up. We were able to buy this equipment because of a generous KRCU member who left money to the station in his will.

## **DEVELOPMENT DIRECTOR'S REPORT**

Parker talked about SEMO Giving Day (formerly Giving Tuesday). Every project was funded including KRCU's project for \$1,500 for two uninterruptible power supplies.

Parker passed around a list and a pie chart showing what industries our underwriters belong to. Dan Presson had asked for this previously. Health and finance, particularly financial advisors are really prominent. Parker asked if anyone sees anything they feel might fit with NPR to let him know. Dan Presson noted that there are no restaurants underwriting. The station has done a lot of trade with local restaurants but Parker agreed that was an industry worth looking into for underwriting. Dan Presson also asked about KRCU and River Campus joint proposals. Parker said that's not something he can't necessarily do but that he is working with Nate Saverino from athletics on some joint proposals.

New underwriters recently include: the Lawler Law Firm sponsoring "1A", SEMO CPA sponsoring "Let's Talk Business" & Carol Grebing Duggan, Thrivent Financial Advisor, weather sponsor. The station is also about to finalize a deal with a local start up Beyond Spaces. Parker also has a lot of potential underwriters lined up to visit in January.

Sara mentioned some grant opportunities with US Bank grant foundation. They give programming and operating support. This may be something to look into. Karie offered her help with this.

Parker mentioned that he has talked extensively with Dan Woods and John about re-establishing the Development Committee to hopefully do general "friend-raising" and be ambassadors of the station. John has agreed to be on the committee as well as Adam Gohn. Parker invited board members to come on board. Dan Presson and Sara agreed to come onboard. Meetings will probably be bi-monthly. Parker will send out some information.

KRCU's Donor Soiree will take place in April or May. Parker asked board members for ideas on where to hold it. Ebb and Flow and Dogwood Social House, The Rust Center and the 2<sup>nd</sup> floor of Mary Jane's were suggested.

## **OTHER**

Rotating off the board in January are John McGowan (Chair), Betty Martin (Vice Chair), Dan Presson and Candice Davis. We thank them for all they have done for KRCU. Each will continue to be connected with the station in different capacities. New members we are cultivating are: Barbara Morgan, Mike Cowan, Carly Bowles and Gary Howard.

A planning/board election meeting will be held January 16, 2019. We will elect new officers at this meeting.

The station is excited that Betty Martin is going to do a book review program beginning in January. These will air during NPR's Morning Edition.

The next meeting of the KRCU Community Advisory Board will take place on Wednesday, March 20 at noon at Catapult.