

KVMR
Meeting Minutes
April 14th, 2016
Community Advisory Board (CAB)
COMMUNITY ROOM, NEVADA CITY, CA 95959

CAB Members: Barbara Graves, Anita Wald-Tuttle, Robert Trent, Peter Wilson, Douglas Hooper, David Parker.

Call Meeting to Order/Roll Call: Robert Trent

The meeting was called to order at 5:30 p.m. by Robert Trent. The following members were in attendance: Robert Trent, Anita Wald-Tuttle, Douglas Hooper, Peter Wilson, and Board Liaison, Diane McIntire.

Review and adoption of Minutes:

March minutes had not been prepared for review.

Discussed:

Robert: We've lost people; we lost our secretary. We need to be prepared in case KVMR needs us. We need a 2nd officer, ideally a secretary, to keep the Chair on track. Tyler didn't show up. We had hopes for her joining.

Diane: N.U. partnership – news program by high school students.

Robert: youth report – events youth care about.

Time to publish survey results? We have no new responses from Tyler, so we might as well.

Robert presented to KVMR Board. He discussed reaching non-listeners, etc. He said the survey stimulated a lot of discussion.

How does one get on the air? PSA is available, but what about getting interviewed?

Diane: website could have an ongoing way for listeners to give feedback. Perhaps a question of the week. For example, Vediti has a short survey for ticket buyers.

Can KVMR member sign-ups include a survey? (Especially new members.)

Can the CAB do outreach events? Can the CAB share the KVMR booth at events?

Memsis database, and others, don't talk to each other. (I'm not sure what this meant.)

CAB presence needed on KVMR webpage. "Board's Eye View" is a staff blog coming soon.

Website traffic is going up.

Diane will ask Julie again about CAB being on KVMR website.

Anita is concerned about non-listeners. Douglas mentioned his 24 yr old nephew as an example of a non-listener.

No formal ratings are being used. Is there still a way to check the number of current online listeners?

Does Welcome Wagon still exist? Can we market through them?

Radio Theater was a lot of fun.

CAB purpose: market to increase awareness. This is what most of this meeting has been about. Douglas added that the CAB is doing a good job with that, but isn't the main mission to be a conduit for loyal listeners?

Can Steve do a Prospector (in The Union) article about CAB?

Anita: Live theater was great. Can a kid's theater be done?

Peter & Douglas plan to alternate secretarial duties.

Let's re-run the PSA that asks for more CAB members.

Public Comment: There was no public comment.

Next meeting date: May 12th

Adjournment: The meeting was adjourned at 6:30pm

Minutes submitted by Douglas Hooper.