

Members Present: Karen, Kim, Coach, Katlin, Dave, Martha
Kannah Creek Brew: Island Mesa Pale Ale

Community Affairs

➤ Pet Talk:

- 15 minutes 3rd Monday @ 12:30, possibly expand to 30 min. in future
- Host: Terri Sides, 15 year member, RN, Animal Communicator
- Work with all kinds of pets and all kinds of issues
- Possible Topics/Guests
 - Pet clothing
 - Horses and women's emotional health
 - Euthanasia in the home (vets)
 - Holistic medicine
 - Quality food
 - Rescue
 - Pet boarding
 - Trainers
 - Sitters
 - Dog parks
 - Roice Hurst, Safehorse Steeds, CLAWS, Pigasus, Cat House, and other pet rescue organizations

➤ American Veterans

- One host left KAFM and the other has health issues
- Show has been delayed, but would like to get it up and rolling soon

➤ Food Frisbee

- First Show coming soon

➤ New Show: Talk With the Ancients

- Doug Van Elton, Archaeologist
- Turned in a great proposal
- Would like for the show to start in January or sooner
- Possible Topics/Guests:
 - Public lands
 - Paleontology
 - Mining camps
 - Treasure hunting
 - Geo-caching

➤ New Show: BLM

- Christopher Joiner
- Hunting, Campgrounds, wildfires, trails, etc.

- New Idea: St. Mary's Foundation
 - Ryan will talk about this at the next meeting
- New Idea: Short form program associated with Fresh Café
 - Vegetarian/Vegan Lifestyle
 - There is a local club that meets once a month that has 1200 members. We could tap into this group as a resource and an audience
 - Possible topics/guests
 - Recipes
 - Shopping/how to buy food

Pledge Drive

CAB reviewed minutes from a September 1st Membership Brainstorming meeting. Coach invited 16 programmers and 8 attended. These programmers met to reflect on past pledge drives.

- Rabbles:
 - Coach is trying to recruit volunteers to rabble
 - Listeners want to hear a nice balance of their favorite programmers along with the rabble. Listeners value the voice of the programmers.
 - We recognize the value Rabbles bring to the station
 - How do you quantify the value of a Rabble Rouser? Good energetic voice? Bring in money? Add to the overall success of the fundraiser?
- Length of the drive
 - 9 days?
 - Bring in Rabbles during the second weekend?
- SWAG
 - Still continuing the conversation about swag vs philanthropic/community involvement
 - Programmers need to offer the best playlist! It's about the music!
 - Need to find balance
 - We love our station, but we also love our stuff!
- ❖ ***CAB Recommendation:*** ***KAFM needs to establish a consistent structure and guidelines for Membership Drives. We need to get into a routine and stick with it for a while. We attribute some of the inconsistency and instability of the Pledge Drives to the changes and fluidity of the directors and leadership at KAFM. The CAB supports establishing guidelines for Membership Drives that balance a consistent structure with Programmer autonomy.***

Survey Results

- Coach distributed a summary of the survey results and CAB will discuss these results at our next meeting.

Mesa County Lost and Found

- Ryan has an idea that CAB will discuss at our next meeting

Liquor License

- CAB will discuss the KAFM liquor license and brainstorm opportunities and events that could coincide with this license.

Next Meeting:

- ✓ November 17, 2015 from 5:30- 6:30
- ✓ Location: 630 Carlsbad Drive
- ✓ Last meeting of the year: Start thinking about committing to 2016 CAB
- ✓ 6:30 pm – Reception for Staff and Board of Directors and Significant Others