

KAFM Community Advisory Board agenda

March 16, 2021 5:30pm Meeting #2 of 6

In attendance: Katie, Betty, Janice, Marc, Martha,

Absent: Matt, Kim, Karen, Mariah, Zach, Kyle

Guest: Cyrene Jagger

- Reminder, CAB does not make policy but recommendations.
- Community Advisory Board Roles and Responsibilities Review

KAFM Events:

- Since COVID we have been essentially closed. We are putting together the following events. How do you feel about:

1. Golf Tournament with Fruita Chamber at Adobe Creek-

- Helps with awareness in the community of KAFM
- partner with Fruita Chamber.
- Described the benefits of the fundraising aspect without selling tickets.
- Benefits are that it's outside and we have live music throughout the day.
- There will be an auction as well.
- Mark approved stating that for sponsors this is a big networking op. It's a write off for the business if used this way. Expressed confidence that businesses will leap onboard. Suggested Research the Phoenix PGA Tourney as it's the fun popular tourney.
- Already have some sponsors. One for lunch and one sold (Robinsons?)
- Proceeds are split with Fruita Chamber.

2. Paint & Wine Parties-

- Held East Gallery.
- A Series of Events headed up by Christine Feller as Artist in Residence.
- \$40 ticket. Budgeting for 10 people per session.
- Every other Thursday starting April 29th.
- Nov and Dec off Calendar for Holiday Events.
- Janice does these as client events. Used as networking event.
- Would like to make it unique, Martha suggests may making it tied to music. Don't want to compete with The Palette.
- Would like to have an inspirational name.
- Janice suggested a compromise with The Palette co share palette costs covered and KAFM gets donation. More cost effective partnering?
- Need to do some research on the music aspect how will we do it.

3. KAFM Presents at the Avalon-

- Keeping some separateness from the radio room so not mentioning the radio room in conjunction.
- Taking the radio room to a “tiny desk session” style performances entailing professional filming with interview recordings for youtube channel.
- Suggested a repeat of the Valentines kind of Event to utilize our Radio Room space maybe quarterly. Maybe even in parking lot during the summer. Janice said she Really enjoyed it and would do it again.

News Segment:

1. **How many is too many-**
2. **Length**
3. **Local/Regional News (nothing national or political.)**
4. **Colorado Edition (?) Cyrene asked our opinion of Colorado Edition and if it is a fit for KAFM. Asked if we could listen to it and lend our opinion next meeting**

PSA's – Cancel Culture

1. **Scientology Stay Well PSA**
2. **On Air DJ's not wanting it to play in their show**

Review of 2020: Coach (save for May)

Back-up person for Kim for taking minutes

- Betty!

Next meeting: Tue May 18