

## **2012-3-21 PNB Development Taskforce Draft Minutes**

### **DRAFT AGENDA**

- I. Call to order and roll call (5)
- II. Approval of Agenda (5)
- III. Approval of Minutes
- IV. Elections for development taskforce for chair and secretary
- V. 2012 activities

- Seeking support for coverage of elections
- Debt relief
- Capital campaigns/endowment
- Promotion/marketing campaign for Pacifica

### VI. Adjourn

## **2012-3-21 PNB Development Taskforce Draft Minutes**

- I. Meeting called to order at 8:14pm. Present: T Allen, C Birden, S Reese, G Reiter, H Gray
- II. Approval of Agenda: S Reese moved approval of agenda. Approved without objection.
- III. Approval of Minutes: 2-6-12 minutes approved without objection.
- IV. Elections for Development Taskforce for Chair and Secretary: S Reese nominated Heather Gray for Chair. No other nominations. H Gray elected as Chair. S Reese nominated T Allen as Secretary. No other nominations. T Allen elected as Secretary.
- V. 2012 activities

- Seeking support for coverage of elections: H Gray's report of the meeting with the ED indicated the cost would be @ \$40K. T Allen suggested using more affordable proposal submitted by H Gray for coverage of relevant issues rather than personalities. H Gray will re-send her proposal. S Reese considered contacting 5 GM's to see if they have allocated any resources for Presidential Convention (Charlotte, NC, Tampa, Florida, Vegas, Baltimore) coverage. T Allen & S Reese will try research V Grant and will talk to ED about this. S Reese will talk to I Alcime about texting money method of fundraising.  
T Allen will inquire on Kickstarter.
- Debt relief- postponed.
- Capital campaigns/endowment- postponed.
- Promotion/marketing campaign for Pacifica: H Gray has established an account with Constant Contact; doing press releases; C Birden will do editing. H Gray solicits ideas for stories. T Allen moved that notice be sent to then PNB, LSB's, GM's, PD's (to announce to programmers), Archives Dir, and Affiliate Dir. to send Pacifica-related story ideas to H Gray heather@pacificafirst.org .

Discussed importance of soliciting email addresses.

VI. Meeting adjourned at 9:30pm EST.

Respectfully submitted,

Teresa J. Allen

Secretary

2012-3-24