

**KPFT Community Advisory Board (CAB) Meeting
10:30 -12:00 am, Saturday, May 16th, 2015
Midtown Bar & Grill, 415 West Gray Street
Minutes drafted by CAB acting secretary, Timothy O’Dowd**

Attendance: CAB members attending: Lena Baines, Carol MacGregor, Marianne Martinez, Tim O’Dowd, Susan Young, and Stuart Snow. CAB members absent: Sue Wittee (excused absence), Anisa Faruqi (excused absence) and Rosie Soto (un-excused absence)

***Members of the public:* Terry LaFave and Craig Lightener**

Call to order/Minutes/Meeting Agenda: CAB Chair Marianne Martinez called the meeting to order at 10:37 am; took attendance and review minutes of the previous meeting, distributed the agenda.

- Welcome new CAB member, Stuart Snow.

Review of the “Pacifica Mission Statement” and CPB Guidelines: Skipped

New Business:

- Nomination by Tim O’Dowd of 2 new CAB members. Approved by CAB, no objections. Both have attended the required 2 previous meetings. New CAB candidates Terry LaFave and Craig Lightener will both be recommended to the Local Station Board for appointment to CAB.
- CAB brainstormed a timeline for some outreach events in the near future. Events that were mentioned include:
KPFT Birthday Bash at the Last Concert Café 5/22/15
Juneteenth @ The Miller Outdoor Theatre 6/19/15
Freedom Fest 7/4/15
Watermelon Dance at the Last Concert 7/25/15
Unitarian Fellowship Outreach

Committee Reports:

***Outreach:* Chair, Stuart Snow**

- Stuart would like to find out if KPFT will have a presence that the July 4th Freedom Fest. Follow up will need to be made with the station concerning this event. Stuart also talked of reaching out to groups like the Unitarian Fellowship.

- Marianne mentioned that there are events KPFT has scheduled and needs our help with over the summer. CAB had previously talked about reaching out to community colleges and local universities, however due to the summer break it may be best to pursue these efforts in the fall.
- At least 4 members of CAB will be at the Last Concert Café Birthday Bash for KPFT on May 22nd. We will be there to support the station in any way that we are needed. Follow up with Robin sometime next week.
- Carol said that the Thursday night events at Discovery Green are already taking place but that a good event with lots of people is Juneteenth. CAB indicated an interest in attending this event and will work with station staff on planning.
- Lena wrote,

“I mentioned phone banking, block walking, and special events for past donors of all levels and past/potential large donors. I also said I felt that the CAB survey creates an accountability for CAB to participants that CAB has no authority over (Only the station manager, the LSB, and a few committees can make changes at the station). And the CAB survey creates an expectation for CAB from participants that CAB cannot fulfill due to its advisory nature. My suggestion was to not use the survey as an instrument to do the work of CAB because CAB has no authority over implementation of suggestions. But when suggestions are not implemented, CAB will be blamed for it. Thanks.”

Lena also spoke of a “charity navigator” and CAB was very interested in finding out more information about it.
- Susan Y. said that our efforts would be most effective if we talked directly to station staff and management to find out what CAB can do to help them. CAB agreed with this.

Survey Committee: Chair, Timothy O’Dowd

- Survey committee is almost done with the finalized version of the CAB survey. At that time it will be distributed to the CAB as a whole for final approval and submission to station management for posting to website as well as the running of a PSA.

Old Business: CAB debriefed on Texas Crawfish Festival. Unfortunately that event did not work out well due to weather and logistics.

Public Comment:

- **Craig Lightener spoke on the topic of outreach and suggested that a way to reach individuals who have already shown an interest in KPFT. He mentioned that Facebook “likes” are people who have shown an interest and it would be a good idea to reach out and ask those people to become members of the station. Craig said he would be writing down his recommendations and forwarding that information to CAB for further discussion.**
- **Terry LaFave suggested a way for community outreach could be with a speaker’s bureau. Terry has been doing some research on demographics and will forwarding his information to CAB at a later time.**

**Next Meeting: Saturday, June 20th, 2015, 10:30am – 12pm, @ KPFT
Conference Room, 419 Lovett Ave.**

Adjournment: Meeting adjourned at 12:36 pm