

Community Advisory Board (CAB) AGENDA & Minutes – February 23, 2019
Grassroots House, Berkeley, CA

- 11:00 1. Sign in CAB members present - (MaryAnn):
Craig and Richard present, MaryAnn participating by phone.
- 11:04 2. Introductions of new CAB members (if any), and community members (voluntary). N/A
- 11:08 3. Assign meeting roles for any regular position holders who may be absent (Chair, Scribe/Minute Taker, Time-keeper etc.)
Craig will facilitate and take notes for the minutes.
- 11:10 4. Additions or Modifications to the Agenda (**see item 11**); then approval of agenda:
No additions
- 11:15 5. Community input time: Joe Partansky, a long time listener and supporter, attended for the 3rd time in the last year or so. Had several suggestions:
- A. Recruit the Contra Costa Library to assist with publication/distribution of KPFA Calendars of Events
 - B. Distribute suggested reading lists at speaker events so attendees have a way to be more engaged with the speaker's topic/work if they care to.
 - C. Do blast emails at least quarterly to KPFA listeners alerting them to upcoming events and encourage them to help spread the word among their friends and family. In other words, don't limit requests for support to just money. This could be a great way to help listeners who can't afford to contribute to feel like they're part of the KPFA family, working to help the station thrive.
 - D. Berkshire Books in Concord would like to be an official seller of KPFA event tickets. How can they do that? (Craig will forward this question to Quincy, Station Mgr)
 - E. Joe then donated \$100 to help fund the CAB's outreach efforts. This was in addition to \$900 he had already spent running ads in Contra Costa newspapers advertising the KPFA "War With Russia" event of Monday, February 25, in Berkeley.
- 11:30 6. CNA Review –
- A. Debrief on CNA process – what went well, what we might do differently next year (e.g. Disclaimer about not being a "Scientific" Poll. Consider other qualifiers like "Self-Selected")
 - B. Discuss update to Survey Monkey questions – MaryAnn will send last year's questions to LSB for their input regarding possible revisions. CAB will discuss these questions at next meeting March 23rd.
 - C. When should survey begin and end (June thru August?), and what needs to be done to accomplish this?
 - Our plan is to have the new survey up and running by June 1.
 - Then, since the first 100 responders are free, we would begin paying for the survey about June 15...
 - And pay for 3 months (through September 15) to allow time to download all the raw data following the August 31st deadline for listener submissions to the survey.

- MaryAnn will meet with Maria before June to have her charge the Survey Monkey cost to the station's credit card

- 11:50 7. CARTS for membership & meeting announcements –
A. revise and re-record as necessary – report from Craig: CARTs approved as amended
B. Give membership CART highest priority – report from Craig: Craig will follow-up and see that CARTs are re-recorded and made ready for broadcast at appropriate times and frequencies
- 11:52 8. Listener Email to CAB – report from Richard: No new emails to discuss.
(Are there any emails this month from listeners that we need to discuss and/or respond to?)
- 11:55 9. Last LSB meeting – Report from MaryAnn: She was out of town and not able to attend.
- 11:58 10. Grassroots House – update/report (if any) from MaryAnn.
A. Grassroots House has submitted their annual bill to KPFA for 2018
B. MaryAnn will meet with Maria to see it gets paid ASAP so the Grassroots House will officially reserve 4th Saturdays for our meetings in 2019.
- 12:00 11. Items added to agenda (if not covered elsewhere)
A. N/A
B.
C.
D.
- 12:25 12. Announcements (reminder: next meeting **March 23...not March 30**)
- 12:30 13. Adjourn