

Development/Events Committee Meeting 2/3/2021

Time: 4:30PM - 5:30PM

Present: MacRae, Laurie, Jenna, Jenka, Celeste, Jill

Facilitator: Celeste

Note taker: Jill

Discussion: **EVENT DETAILS**

- Who
 - KBOO community, members/donors, supporters, others
- What
 - Virtual fundraiser
 - Documentary film: *BAM! Chicago's Black Arts Movement* (2019)
- When
 - Wednesday, February 2/24
 - 6:30pm - 8:00pm Pacific Standard (Portland) time
 - 8:30 - 10:00pm Central (Chicago) time
- Where
 - Register for film and panel discussion event on Eventbrite
 - Eventbrite to include ZOOM webinar link
 - KBOO to email film link prior to event

Discussion: **EVENT PROMOTIONS**

- On-air. 90.7fm
- [Press release???](#)
- www.kboo.fm
- e-news letter
- Social media
- Willamette Week community calendar
- The Mercury community calendar

Discussion: **EVENT FUNDRAISING**

- Eventbrite registration offers participants/donors the choice of how much to give
 - No sliding scale donation caps
 - There will be additional opportunities to donate throughout the event program

Discussion: **EVENT EXPENSES**

- What is the KBOO plan for expenses v. fundraising for this event?
 - How can we maximize total monetary success of the virtual event?
- Laurie, Jessica & Jill to contribute a total of \$200-\$250 to cover event expenses
 - \$150 honorarium to moderator
 - \$50 - \$100 to additional panelist/film artist
- Other expenses?

Discussion: **PANEL DISCUSSION MODERATOR**

- Pay \$150 honorarium to moderator
- Moderator will
 - develop questions for panel
 - pitch KBOO donations
 - [Pitch points are needed](#)

Discussion: **FILM DISCUSSION PANELISTS**

- Laurie will check in with the filmmakers to see if one of the artists in the film can/will sit on the discussion panel
 - Pay panelist/artist \$50 - \$100
- We can pay an additional panelist/artist
 - \$50 - \$100

Discussion: **EVENTBRITE**

- KBOO will proceed with Eventbrite as a communication vehicle and to collect donations
 - MacRae has set up a KBOO Eventbrite account and developed the event page for the film/discussion
 - Jenka will link to social media and ZOOM.
- Eventbrite pro's
 - Eventbrite handles payment processing direct to KBOO account
 - Eventbrite collects all donor information for KBOO
- Eventbrite con's
 - Participants must register through Eventbrite
- Committee selected film image for event page

- Include trailer link
- Capture opportunities to pitch donations to KBOO
- Thanks Jenka - the Eventbrite link is now live: <https://kboobam.eventbrite.com>
- KBOO will try Eventbrite for this event
 - The committee will evaluate successes and challenges at the beginning of March

Discussion: **FILM**

- Available for viewing for a window of time prior to the event
 - Approximately 5 - 7 days
- KBOO will email film link to event registrants

Discussion: **ZOOM WEBINAR PLATFORM**

- Current ZOOM account has a limit of 100 participants

- The committee will monitor Eventbrite registrations, if we need to increase capacity we can do that closer to the night of the film panel discussion.
- How is it to field questions from that many participants?
 - Jenka will monitor projected attendance and ask for help on the back end if needed.

Discussion: **SHARING PROCEEDS**

- Celeste has some organizations in mind
- The committee will continue to discuss who, why and how much during the next meeting.
- Event promotions may need updates

Next meeting: **Thursday, 2/11 at 4:30pm**