



## Development Committee Meeting Notes

Date: Monday, 10/21/2024  
Time: 5:30pm  
Present: Station Manager Nathan Vandiver  
Directors Carmen Garnica, Mike Frost, Michael Van Kleeck,  
Joyce Nance, Josh Roberts, Ethan Scarl, Jill Blanchard  
Volunteers Sekoynia Wright, Jamie Bair  
Note taker: Jill Blanchard

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### AGENDA

- Welcome and introductions
- Art Walks
- Grants
- Tech survey
- Major donors
- End-of-year fundraising drive
- KBOO's greatest needs
- Board Orientation debrief
- Revenue generating idea brainstorm
- Homework
- Adjournment

### NOTES

#### Welcome new committee members

- Board members:
  - Thomas James
  - Michael Van Kleeck
  - Ethan Scarl
- Volunteers:
  - Sekoynia Wright
  - Jamie Bair

## Announcement

- KBOO's board of directors passed a budget for FY25 that requires layoffs.
- The Development Director's last day at KBOO is Monday, 10/28.
- Nathan will be handling development responsibilities for the time being.

## Art Walks

- First Friday Art Walks throughout Portland's Central Eastside
- KBOO started participating in August 2024
- The next Art Walk is scheduled for Friday, 11/1
  - KBOO's theme for the November Art Walk will be Dia De Los Muertos.
    - Carmen is recruiting artists and musicians
    - Carmen will be constructing an altar in KBOO's lobby
    - There will be food
      - Pan de muerto (special bread)
      - Food truck
    - Kate created graphic and a flier for the event
    - Kate is promoting the Art Walk on social media
    - Arty is supplying Jill with a list of vendors KBOO has worked with in the past.
    - Jill will be contacting local businesses to see if they are interested in sponsoring this event.
      - KBOO will promote the businesses in return.
        - On-air
        - kboo.fm
        - Fliers
        - Social media
    - Invite major donors with intention to build relationships

## Grants

- Thomas announced at the October board meeting that Collective Roots has nominated KBOO for a grant (approximately \$10,000)
  - Collective Roots is a philanthropic group of business women that supports an alternative peer group for youth.
  - A presentation about KBOO's impact and needs was given to Collective Roots by the person that nominated KBOO
    - Focused on the Youth Collective
    - Nathan provided promotional materials

- KBOO is one of 3 nominees
- Collective Roots will contact Nathan if KBOO is selected for the grant
- Marie Lamfrom grant
  - Letter of intent to be submitted by 11/1
  - \$20K to \$50K per year for 3 years
- Jamie provided Nathan with access to the Foundation Directory and will provide tips and tools for narrowing down the list to grantors who will be interested in providing funding for KBOO Community Radio.
  - If committee and board members have existing relationships with foundations, let's focus on those first
  - KBOO may have a better chance of obtaining funding with a personal relationship already established.

### **Tech survey**

- Danielle gave a brief presentation of the data returned from the a tech survey that was completed over the summer months
  - The survey focused on community radio and public radio

### **Major donors**

- Thank you cards
  - The Committee has written thank you cards to members who have donated more than \$500 through 4/2024.
    - Catch-up to be current before the End-of-year Drive.
    - Jill will order additional thank you cards
- Thank you calls
  - Does the Development Committee want to make thank you calls to major donors during the beginning of the End-of-year Drive?
    - Jill can lead a training session

### **End-of-year Fundraising Drive**

- The week that includes Giving Tuesday through 12/31/2024.

### **KBOO's greatest needs**

- Deficit FY25 budget
  - Closing gap

- New website
  - Back-end construction
  - Nathan received a quote from Joyce
  - KBOO will need to hold a capital campaign for this project
- KBOO's aging infrastructure and equipment
  - Evaluate to prioritize replacements/repairs
- ADA compliance
  - An accessibility work group will determine what changes need to be made in the station in order to be welcoming to those with disabilities
    - Front doors
    - Back stairs
    - Bathroom door
    - Other

#### **Board Orientation debrief**

- The board ran out of time during the Board Orientation to complete the brainstorming activity focused on fundraising.

#### **Revenue generating idea brainstorm**

- Ethan
  - Personal sponsorships
    - Ethan knows of another community radio station (Huntsville, AL) that uses this fundraising activity successfully
    - Listeners can buy air time to broadcast a message
      - "Go Vote!"
      - "Happy birthday"
    - If KBOO charges \$200 for 2 spots on the same day
      - 1 person's message per day for 365 days = \$73K
      - 2 people's messages per day for 365 days = \$146K
    - Sekoynia suggested KBOO pilot this program in February leading up to Valentine's Day.
      - Nathan will take this idea to the Revenue Operating Team (KBOO Staff)
- Sekoynia
  - Working on a fitness/wellness idea
- Jamie
  - Educational opportunities

- Use as an engagement tool
      - Offer classes throughout FY25
        - KBOO Community Radio 101 | A history of KBOO in the community
        - DJs can give lectures about specific genres of music and discuss possibilities for local experiences
        - More!
- Michael
  - XRAY (another community radio station in Portland) just raised \$140K to purchase their signal 107.1FM.
  - Has KBOO ever considered pooling resources with another radio station or organization?

### Homework

- Personal testimonies
  - In a few sentences tell us
    - your connection to KBOO Community Radio
      - Programmer
      - Director
      - Volunteer
    - why you give your service to KBOO.
  - Be prepared to share your personal testimony at the November Development Committee meeting.
- When working with members and potential members it is good to be able to talk about what KBOO means to you.
- Most of what you will be doing when talking with members/potential members is listening.
  - Listening to their connection to KBOO and their story - why they give money to support KBOO

### Next Meeting

- Monday, 11/18/2024
  - 5:30pm
  - Hybrid meeting
    - At KBOO Community Radio
    - On Zoom