

Community Advisory Board (CAB) February 22, 2020
Grassroots House, Berkeley, CA

11:00 1. Sign in CAB members and get contact information - (Craig/Fred volunteered to be Scribe)

CAB Members Present: Craig Dunkerly, Rych Withers, Sandra Parker, Fred Cook

LSB-CAB Liason: Carol Wolfley

Guests: Colleen Mast (a CAB regular); New: Bert Gold, Elke O. Heydecke, Dov Osheroff, Elizabeth Greene, Paul Robins

11:05 2. Introductions of new CAB members...and community members (if they care to)

Done

11:10 3. Assign meeting roles if any regular designees are not in attendance (Chair, Scribe/Minute Taker)

Done

11:13 4. Additions or Modifications to the Agenda (**see item 11**); then approval of agenda

Done

11:15 5. Community input time: Chair will ask any community members present if they would like their comments reflected in the Minutes (such inclusion is optional)...and whether they want their name included. If so, they will be asked to submit a written summary of their verbal comments before the end of the meeting to ensure accuracy.

The main topics about which people asked were (a) the proposed Bylaws changes for Pacifica and (b) the organizational and financial crises that are driving a need to professionalize and streamline the governance. The proposed changes are available to read online. Craig, Rych, and Carol each gave their perspective on the situation. Each took personal responsibility for their comments, there is no agreed-upon explanation yet.

11:30 6. Outreach Committee report & CAB's role going forward? (Carol Wolfley)

KPFA Station Management has taken over the audience research function and is contracting with industry standard firms to prepare reports as well as doing their own Survey Monkey research. The CAB no longer needs to prepare and present to management and independent Community Needs Assessment.

A. Quincy's thoughts on CAB's role (Craig)

The emphasis going forward will be for the CAB to focus on Community engagement, outreach to different communities and groups of potential listener sponsors, building awareness of our "brand" and services throughout our service area AND getting more people to become Listener-Sponsors. One goal on which folks informally agreed is to bring in more young people. The CAB MAY prepare and present a report to Station Management summarizing our experience and offering recommendations.

B. Results of Station's Listener Survey: The survey identified target areas and interests that need further investigation, community engagement and follow up in geographical areas across the signal range. The CAB could help with this:

- The Local station Board is planning a KPFA Town Hall meeting in the South Bay in July of 2020 (for what purpose?)
- Other key areas for exploration and outreach are climate emergency and community response possibilities (Table at Earth Day events?)

- Community engagement with schools and colleges with recruitment for KPFA operations, news and UpFront interns and First Voice Apprentices.
- The CAB may consider scheduling 4 meetings per year at the Grassroots House and additional KPFA outreach at community events like Solano Stroll, Berkeley Music Festival, Petaluma Progressive Festival, Bay Area Book Fair, Juneteenth, Women's March, Cinco de Mayo etc..... in partnership with the KPFA Outreach Committee.
- A brief description of insights about the needs of potential listeners and communities gained through community engagement may be sent to the station in a short Community Needs Assessment in October of 2020.

C. When, where and how often to meet? See list of proposed meeting dates/events

Feb 22 at Grass Roots House (GRH) Done

We agreed to add a March Meeting, the date and location are being worked out. (NOTICE?)

April 4 at New Living Epo in San Mateo, this is not a public venue (paid) so it will count as Outreach but not an official CAB meeting

May 2 at Bay Area Book Festival, location TBD. This is free and open to public, it will count as one of our CAB meetings (needs NOTICE)

June, the Berkeley World Music Festival has been postponed until 2021

June 21 at the Berkeley Juneteenth Festival, this is free and public and will count as a CAB meeting (needs NOTICE)

July 11 at KPFA Townhall Meeting in San Jose; this is an LSB meeting and a CAB meeting can also be held there in cooperation with LSB Outreach committee.

The purpose of this meeting is for LSB and CAB to hear from people in the South Bay about their needs and desires regarding KPFA. (NOTICE?)

August 23 (?) Petaluma Progressive Fair in Petaluma (NOTICE?)

Sept 13 at Solano Stroll in Albany (NOTICE?)

Oct 24 at Grass Roots House in Berkeley, this will be an official CAB meeting (needs NOTICE)

Dec ? at KPFA Craft Fair in Richmond, paid admission, this will be an Outreach event, cannot be an official CAB meeting

NB: Those meetings which are to count toward our minimum of four (4) Community Advisory Board meetings per year must be given adequate NOTICE, achieve a quorum, and yield official MINUTES.

Craig will keep us legal with these requirements and give NOTICE.

We have unanimous consent decision to hold most of our CAB meetings at public events so that we can also accomplish Outreach at the same time.

Where we have a booth or table space we agreed to ONLY have materials from KPFA and Pacifica represented, not any other organizations, in order to keep our message clear and the table neat. We can have an informal feedback sheet to gather community needs and other input toward a report by 20 October.

Some of the materials we'd like to have on the table are program guides, membership materials, a flyer about KPFA's programming customized to interests of the expected audience of the event, a donation can, a schedule of the KPFA Speaker Series. It is proposed to have one or more laptops on the table to enable passers-by to search the KPFA Archives and listen via headphones to samples of live or recorded KPFA programs, it was also suggested that another laptop could play a video loop addressing FAQ's We can explore selling KPFA buttons and bumper stickers from the table.

Craig is unable to attend a meeting on the 4th Sat of March (the 28th) so we are looking at other possible dates/locations.

We decided by Unanimous Consent to move (plan A) the March CAB meeting to March 14 so Craig could attend and Chair the meeting.

If we are unable to use Grass Roots House on that day, then we will explore other plans B, C, D, etc.

(NB: The date and location on which we settle may affect whether the meeting can be counted as an official CAB meeting.)

We agreed that we will come to New Living Expo prepared to offer an explanation about the Bylaws vote that has been approved by the Local Station Board.

Carol Wolfley will present a DRAFT statement to the LSB for revision and approval.

12:00 7. CARTS (suspended for time being)

12:01 8. Listener Email to CAB – report from Craig (i.e. are there any emails this month from listeners

The email for listener input to CAB is CAB.KPFA@gmail.com

whose questions or comments were not handled by the Auto-Response?)

12:05 9. Last LSB meeting – Report from Carol W.

Carol W. reported that the Bylaws changes were discussed at the last LSB meeting, there were lots of abstentions and a slight majority voted to support the proposed Bylaws changes.

The LSB also elected people to committees.

12:20 10. Grassroots House – update/report (if any) from Craig (alert GRH to our new meeting schedule)

12:25 11. Items added to agenda (if not covered elsewhere)

A.

B.

C.

D.

12:45 12. Announcements - reminder: next meeting

[April 4 at New Living Expo in San Mateo?](#)

Craig will contact New Living Expo to work out details about a booth for KPFA. CAB members will be allowed to come in for free (or included in price of booth)

We have a KPFA Banner to hang on the table. NLE will provide a table for us.

1:00 13. Adjourn (**Adjourned at 12:30**)