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Financial Priorities – **Budget Brainstorming**  
KPFA LSB meeting Feb 8, 2014

**Craig** – Prog Director; Arbitron; Website; Restore staff; Special beats, areas; grants; Special Affairs Programs.

**Don** – Website volunteers; social media; YouTube, weekly program re personal finances call-in.

**Frank** – more detail on Personnel & health benefits, Apprenticeship Program wants funding, San Jose; website better, qualified person needed.

**Carole** – technology, estimates needed.

**Craig** – Computer/tech upgrade; Ergonomic Fund; Development Director.

**Don** – technology & equipment – from Major Donors.

**Tina** – website development & social media; educational institutions, companies? Bank charges? Consultants.

**Frank** – grant proposal to GoalBusters? + 1 FTE for Apprenticeship Program, 36 hrs/wk = 3 12hr positions.

**Craig** – volunteers for website? Need maintenance; funded HR help with hiring; training funded.

**Cynthia** – volunteer reception.

**Tina** – volunteer coordinating.

**Don** – management temporary is a problem.

**Frank** – need for GM and Exec Dir is a problem.

**Craig** – Newsletters, Folio? Facilities – mold, Nakapan

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remodeling. Count verification of volunteer staff.

**Don** - contact KALW Matt Martin, quick response.

Financial Priorities – **Setting Budget Priorities**  
KPFA LSB meeting Mar 8, 2014

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**Joy** – suggests Bob B to plan 65th birthday event.

**Brian** – growing pie; cost-based proposal – overhaul sustainer program; remodel pledge card; planned giving.

**Janet** – Balanced budget; questions mailing; by phone calls? Crafts fair? Building needs work, where shown in expense reports?

**Craig** – really need a Develop Dir; capital improvements; Apprenticeship program.

**Frank** – Apprenticeship – moved to support.

**Joy** – \$2500 for 30th anniversary event for graduates.

**Jose Luis** – Where get \$30K? We're in the hole.

**Margy** – table apprenticeship motion. Priorities: Apprenticeship Program, Development Director.

**Don** – GoalBuster's report? LSB members needed at events.

**Andrea** – Development Dir priority. GoalBuster's report (including travel?); Craft's Fair, not about Jan (?) Strategy needed; Bob's events – out of Berkeley.

**Lewis** – Apprentices – Nat'l day of fundraising; affirmative action responsibilities.

**Mel** – if apprentice money raised, could it be protected?

**Janet** – include projection about revenue raising possibilities by Apprentice Program.

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**David W** – invest in community events (not around celebrities) around Community Colleges, new young audiences.

**Craig** – Web system, social media, IT equipment; staffing, staff training; Volunteer coordinator; personnel & ergonomic issues; money for regional bureaus; most important Dev Dir.

**Frank** – yes, Dev Dir, Apprenticeship Program.

**Margy** – 65th birthday, large donor event.

**Cynthia** – follow through on priority list; + volunteer coordinator.