

Development Committee Meeting Notes 9/30/2024

Time: 5:30pm
Present: Carmen Garnica, Mike Frost, Sherry Morisch, Michael Van Kleeck,
Thomas Martinez, James Neale, Jill Blanchard
Note taker: Jill

AGENDA

- Welcome new committee members
- Grants
- Art Walk
- Fall Drive Recap
- Year End Drive
- Strategic Plan
- Question: radio station or nonprofit first?
- Development opportunities
- Other

NOTES

Welcome new committee members

- New board members:
 - Thomas Martinez
 - Michael Van Kleeck

Grants

- Marie Lamfrom
 - KBOO is applying for \$100K per year for a total of 3 years
 - Marie Lamfrom may only fund \$50K for 1 year because KBOO is a new applicant
 - Application is due in November
 - It would be especially helpful to include KBOO's strategic plan

First Friday Art Walk

- KBOO open house and fundraiser - First Fridays
 - KBOO's first Art Walks were held Friday, 8/2 and Friday, 9/6.
 - KBOO's next Art Walk will be held Friday, 10/4
 - These events include artists from the KBOO community (members, programmers, volunteers, etc.)
 - Carmen proposed an idea for the November Art Walk.
 - Friday, 11/1 is Dia De Los Muertos
 - Include an altar and local artists
 - Music?

Fall Drive recap

- Exceeded on-air goal of \$30K
 - James built relationships with local businesses that provided giveaways for the drive
 - Imago Theater
 - Bossanova Ballroom
 - Hey Love

End-of-Year Drive planning

- Giving Tuesday, 12/3 through Thursday, 12/26/2024
- Columbia passes
 - To be sent in End of Year Drive mailer
 - Columbia offered KBOO passes to their employee store
 - KBOO will receive 10% of sales - purchases by KBOO members
 - Perfect for holiday shopping
 - If this is a successful “event” for KBOO, James suggested trying it again during the summer outreach months.
 - Passes are great giveaways and prizes

Strategic Plan

- When considering grant applications, James advises looking ahead
 - 1 year
 - 3 years
 - 5 years
- KBOO is currently in year 7 of our last 3-year plan
- Planning process for a new strategic plan began in February 2023 but no progress has been made since September 2023.
- Can a new strategic plan be complete by 11/1?
 - Jill will follow up

Question

- Is KBOO a nonprofit that operates a radio station? Or is KBOO a radio station that operates as a nonprofit?
 - Legally, The KBOO Foundation is a nonprofit that operates a radio station.
 - Is this how we want to focus to raise funds?

Development opportunities for FY25

- Thomas
 - Explained that there are events where KBOO can have a presence, either by co-sponsorship or by being the main attraction that will introduce the station to younger groups of people
 - I.e., dance, electronica
 - Asked who to work with on staff if there is an event that is a good candidate for a KBOO presence

- James suggested working with Nathan - Station Manager.
- Michael
 - Lean into the Grateful Dead program to maximize outreach opportunities, especially to younger people.
 - The Grateful Dead program is one of the best fundraising programs for KBOO
 - Reaching into a generation that still has access to radio could tap into potential for wealth.
- Sherry
 - Shared that people can also listen to KBOO on iHeart radio
 - Some programmers post their shows on Spotify
- Mike
 - Prefers podcasts as a way to listen to programs on demand
 - James explained that Running On Air is being produced as a podcast
 - If it goes well, there will be more podcast work from KBOO
- Jill
 - Intensive outreach with major donors
 - Sell air spots during the Art Walks
 - Businesses, organizations can record them while visiting the station during the event

Other

- Board Orientation
 - Saturday, 10/19
 - The board will discuss fundraising and setting fundraising goals
 - Jill offered an example of a personal goal
 - Find a grant that will allow KBOO to translate all communications from KBOO and the KBOO website into Spanish
- Willamette Week Give!Guide
 - James is checking to see if KBOO was accepted for 2024

Next Meeting

- Monday, 10/21/2024
 - 5:30pm
 - via Zoom