



Development Committee Meeting Notes

Date: Monday, 3/17/2025

Time: 5:30pm

Present: Station Manager Nathan Vandiver
 Directors Mike Frost, Jamie Bair, Carmen Garnica, Jill Blanchard
 Staff
 Volunteers Sekoynia Wright, Meagan Bradley

Note taker: Jill Blanchard

MARCH AGENDA

- Welcome and introductions
- Current KBOO messaging
- All Thrills No Frills Campaign
- Art Walks
- Major donors
- Grants
- Estate planning and charitable giving
- Outreach
- Social media
- Workgroups
- Announcements
- Adjourn

NOTES

Welcome and Introductions

Current KBOO messaging

- All Thrills No Frills special programming campaign
- Bluegrass Marathon

All Thrills No Frills campaign

- This special programming campaign began in February and runs through April
- Special programming includes
 - Black History and Future month
 - Mardi Gras with the Roots of Rock and Roll
 - International Women's Day
 - Metal Marathon
 - Bluegrass Marathon
 - Comics Take
 - Earth Day
 - and more
- Fundraising is happening through special programming rather than program hosts pitching on the air for the duration of the campaign.
- Goal:
 - \$40K total goal
 - \$5K merchandise
 - \$35K white mail and online goal

Art Walks

- First Friday Art Walks are taking place throughout Portland's Central Eastside
- KBOO's March Art Walk took place on Friday, 3/7
 - The theme for this event was "old media"
 - The event featured art, live music, a radio broadcast, vendors and food.
- February's Art Walk on Friday, 2/7 was a success
 - The theme for this event was "Valentine's Day"
 - The event featured art, live music, a radio broadcast, vendors and food.
- No Art Walk was held in January
- Are any committee members available to help as KBOO ambassadors during the April Art Walk on Friday, 4/4?
- Committee members are also needed to seek business sponsorships and food donations.
 - See Partnership Package
 - Let Jill know if you can help.

Major donors

- Jill and Mike Frost are spending time calling some of the major donors and will ask for testimonials.
 - Why did the donor give \$20K?
 - Why is KBOO important to them?
 - Why do they give to KBOO?
- Thank you cards are complete (except for 6) for November and December 2024
- Thank you cards are in progress for January 2025
- The next list of KBOO members will contain donations from February through April
 - During the All Thrills No Frills campaign

Grants

- KBOO received the Marie Lamfrom grant
 - \$24,000 for 1 year for general operations.
- Do any committee members know about or are connected to other grant opportunities?
- Does anyone want to do grant research?
 - Which foundations/grants would be a good fit for KBOO Community Radio

Estate planning and charitable giving

- James is leading the planning for another (series of) Estate Planning and Charitable Giving event(s) starting Thursday, 5/1.
- Direct outreach to 250+ loyal donors who have given to KBOO every year for the past 25 years
 - Paper invitations are being sent via USPS to specific donors with follow up by email and phone
- Volunteers will be needed to make followup communications with donors after the invitation is sent in the mail.
- Testimonials from current KBOO members/volunteers
 - Elaine Velazquez
 - Barbara Bernstein
 - Laurie Mercier

Outreach

- There is a possible partnership opportunity with The Get Down
 - Local club and venue in SE Portland
 - Nathan will learn more about a relationship with The Get Down could look like



- The summer months are getting closer and soon it will be time to prepare for outreach at local events and festivals
 - The Waterfront Blues Festival will only be 2 days this year
 - it has been a 4 day affair for the past several years
 - Sekoynia is working to connect KBOO with Good In The Hood
 - Cathedral Park Jazz Festival is scheduled
 - and more

Social media

- New section of the agenda
 - In what ways can Development Committee members be using their personal social media accounts to amplify KBOO's messaging?

Workgroups

- Sponsorships and underwriting
 - See partnership package designed by Kate Chase, Engagement Coordinator
 - A workgroup met at the beginning of March to build a lists of businesses for outreach
 - 81 businesses are listed
 - Megan, Jamie, and Jill are vetting the list to make sure businesses' values are in line with KBOO's.
 - Megan and Jamie are working on scripts for phone calls and emails
 - Outreach to begin in April

Announcements

- KBOO's website has been down for periods of time during the last week.
 - Nathan and Staff are working to stabilize the current site while they make plans for the next website.

Next Meeting

- Monday, 4/21/2025
 - 5:30pm
 - Hybrid meeting
 - At KBOO Community Radio
 - On Zoom