

Development Committee Meeting Notes 5/20/2024

Time: 4:30pm

Present: Carmen Garnica, Yousef Mayel, Mike Frost, James Draznin, Emma Lugo,
James Neale, Jill Blanchard

Note taker: Jill

AGENDA

- PRIDE
- Major donors
- Outreach
- Fundraising drives

NOTES

PRIDE

- Weekly on-air panels are scheduled for the month of June
- No events have been planned yet

Major donors

- Offer station tours to major donors starting in June
- Order medium-sized thank you cards
 - Include tower logo

Outreach

- James N. is looking for opportunities to table this summer
 - Bring remote DJ kit
 - Outreach table
 - KBOO info
 - Merch QR code
 - Giveaways
- Waiting to hear back from local festivals and street fairs regarding costs
 - Already contacted:
 - Vanpoort Jazz Fest
 - Farmers markets
 - Street fairs
 - If there are other ideas/suggestions send them to James Neale development@kboo.org.

- Blues Carnival
 - James N. tabled at this event by himself
 - He noted that there were many KBOO members in attendance

- APANO remote
 - It was a successful event
 - Second consecutive year broadcasting this event

- Fire On The Mountain
 - The Fremont location held a fundraiser for KBOO's program Shocks of Sheba
 - Fire On The Mountain named one of their beers Shocks of Sheba

 - Jill asked how this event was publicized
 - She would have been interested in attending as she lives near this Fire On The Mountain

 - James N. explained that it was promoted on social media.
 - Jill noted that she doesn't notice KBOO in her social media feed without the KBOO logo and missed this announcement.
 - Friendly feedback for the RevOps team that there may be some people who are missing social media posts because they don't know what they are looking for.
 - James will create an events calendar to share with the Development Committee

Fundraising drives

- James N. acknowledged Diablo's comment from the Board meeting about pitch fatigue and fundraising drive fatigue in general.
 - James N. noted the schedule for drive is worth revisiting

 - Emma also suggested a limited number of days of in-person membership drive
 - Programmers/volunteers will answer phone calls from donors, announce names on-air, build energy, etc.
 - Emma also commented that this event would be great for community building.

Next Meeting

- Monday, 6/24/2024
 - 4:30pm
 - via Zoom