Date/Location: March 26, 2018, The Ranch Laguna Beach

Attendance: Cindy Obrand, Mark Christy, Michelle Anderson, Brittany Lis, John Church, Hilton Weinberg, Toni Iseman, Fletcher McCusker, Liz McCusker, Tyler Russell, Monica Silva

Meeting called: 12:05 pm

Introductions: Fletcher talked about Tyler's start in radio (KCLB Rock) moving to Laguna Beach. The start of the station (Pearl Street is exactly 5.6 km from Shepherd of the Hills Church). Fletcher recaps the Eric Burdon concert presents the Peter Frampton concert opportunity and The Ranch's involvement.

General Manager Tyler Russell starts with his agenda items:

* **Community information on air**: headline news on the hour, community info on the half (weather, road conditions, happenings in town), “Did you know” segments on the 15 and 45
* **Sept 5th Peter Frampton Laguna Comes Alive?** Create a ketchy brand if we want to do this every year. Many challenges presented with Peter Frampton: it's costly with production, timing on the calendar is not ideal, he's performing at the Orange County Fair...Mark has a guy for production and semi trucks which may help with production costs. Hilton wonders what his set list will be (if he plays new songs or old hits), this could determine who shows up to buy tickets, etc. Brittany suggested the OC Fair sponsors may sponsor the show or if sponsorship comes included from the tour, to check on those possibilities. John presented the question of ability to live stream and the costs of that endeavor. His suggestion that if the show is somehow bigger than just the Laguna audience it might be worth the money for sponsors. "More eyeballs on the show-more dollars sponsors spend". Liz wonders if Hulu would strike a deal for a live broadcast. Hilton suggests tapping into Frampton's fan base. Does Frampton have a nation? Can we stream/live stream/broadcast to his nation? Would they pay for something like this? Fletcher presents a grander vision and wonders if KX can get the new alternative stations nationwide, Cox could cover the show and broadcast on every community dedicated Cox channel. Hilton suggested the title "Live from the Canyon". Tyler mentioned there are two kinds of sponsors: Live coverage and wealthy Laguna residents that would just like to see this in Laguna Beach. Michelle suggested Gibson Guitars, maybe, would be interested in supporting a concert. Toni mentioned that local residents "get real snotty about taking back Laguna at the end of summer" and suggested a *"Taking back the town" "We get our town back"* event. Mark brought up the idea of "the walk- hitting every bar from Royal to the Ranch". Tyler and Mark both posed the question: are there other ways we can leverage? Mark mentions Kettle One/Nolets are philanthropic and local. We should also have our media contacts spend a few days building the leverage of the outreach. Hilton asks "what about The Wailers? Fletcher suggests that we may just have to "pass" on making Frampton happen. A popular suggestion on creating build-up in lieu of an announcement is a clue a day. Someone knows someone who can put signs in the canyon-"The Happening...This time it's actually happening."
* **KX Takeover 2018**-every member will come on-air and support in some way: The Marine Room, Hilton Weinberg, Hobie's, and Michelle Anderson. John Church will be out of town.
* **KX Membership Card** Should we have an actual card? Ways to increase or solidify benefits are discussed: cover charge for bars covered under membership. We can have a KX exclusive night at Marine Room, Harvest patio party. Should we have a SchoolPower-type card? What would it cost to build benefits technology and carry updates on an app? MAYBE if they donate they should get a membership. There are mixed feelings on the card; keeping it organic vs. another card to carry around and sell. Bumper sticker/hat/sticker on the business. Fletcher suggests making all 2,400 people who attended a concert would automatically be members. Send them the information. Put them in the system. Mark could help with t-shirts through Olukai/Hobie.
* **Canyon/PCH Signs.** When these signs go up: Brand the website and the app. Turn on Tune in and (Listen, Download, ...)