Meeting Date: Nov. 21, 2017

Meeting Time: 2:11 pm

Members Present: Cindy Obrand, Leslie Weaver, Hilton Weinberg, Mo Honarkar, Hasty Honarkar, Brittany Ryan Lis, Annie Wareham, Susan Liljestrom, Mark Christy. Guest: Mark Orgill.

Members Absent: Michelle Anderson, Bruce Virga, Rick Riess, Chris Tebutt, Toni Iseman

Staff Present: Tyler Russell, General Manager, Monica Silva, Development Director, Fletcher McCusker, Board President, Liz McCusker, Board Secretary.

Welcome

Tyler welcomed the group and thanked Mark Christy for hosting the event. He explained that the CPB grant required Laguna Radio, Inc. to meet at least quarterly with a group of community members and name them the Advisory Board. Fletcher made an introduction of the founding of the station. He made special mention of the board's role to fundraise in Laguna Beach. Tyler began by sharing the stations goals for 2018 and the next few years proceeding.

Emergency Information

Hilton mentioned the Hillsboro fire in which homes were burned and people were in danger in minutes. Radio could have been instrumental if used to announce evacuations. Mark asked if Nixle could announce users to tune into the radio, Tyler mentioned city issues with that. Hilton said that if the city does not want to create panic in the community, they should use the radio station to disseminate their messages.

Community Visibility

Brittany mentioned that she felt the station should show more of a physical presence out in the community; street setups, live music, mini events, etc.

Tyler said that the Canyon Center was going to be up and coming and that would be a great place to "pop-up" in the future. He mentioned bringing A list talent to the Marine Room. Fletcher mentioned cities like Nashville, Austin, and Portland that attract younger demographics by introducing music, festivals, events, and a counter-culture that is brag-worthy. The station could be the impetus of giving visitors more reasons to come to Laguna. Tyler mentioned City challenges again like noise ordinance. Cindy said that the station has the ear of the people, if the radio station wants to do it, the people will come out to support it.

Signs

Tyler mentioned the city allowance for signs to go up NB PCH, SB PCH and entering the canyon from the 133 at LCAD. Hilton asked who would be designing the signs. It was mentioned that the sunglasses should and have to be a part of the design. It's the station moniker.

Getting the word out

Hasty mentioned getting booklets in all the hotels to be included in the rooms. Fletcher mentioned getting the board to buy in and spread the word that KX events are not to ever be missed. Hilton mentioned the Mission San Juan Capistrano fundraiser. Annie said that reach was very important and non-profits are proprietary with their donors. Leslie mentioned an "arts membership" that all arts organizations could sell. Membership would include entrance into various events at a number of establishments all over town.

Fundraising

Fletcher said a dream house raffle would make a large amount of revenue. More live remote broadcasts from Mark, Hilt and Annie. Brittany mentioned the farmers market being a great venue for visibility and Hasty mentioned all store openings. Brittany also mentioned podcast recording, producing and hosting for income. The marketing of the podcasts needed to match an MTV aesthetic. Hilt mentioned marketing live sets and recordings; produce a live KX album. Brittany offered that maybe KX should scaled down their podcast selection and only podcast the sets that are huge. Diane mentioned that when one of her favorite shopping websites send her editors picks or a suggestion or gift idea, she almost always interacts. We can do an "editors pick" for Music/podcasts/fashion brands/etc.

Promotion

Mark said that paper publications are starving for content. Fletcher said that co-promotion might work i.e. buy one ticket go to the museum and the concert (for art goers). Tyler thought maybe create a golden ticket that gets a patron into every arts establishment

Next Steps

Monica to email everyone the notes from the first meeting, schedule the second meeting. Tyler to create an action plan for all to follow.