# **Details**

Date: Friday, Feb. 28, 2020 @ 2pm-3pm

Location: KX FM Radio Station

Call-In Details: 310-490-7378

Please Read: 2019 Financials

**Attendees**

Meeting Called By: Tyler Russell (Station GM)

Notetaker: Monica Silva (Dev. Dir.)

Attendees: Tyler Russell, Monica Silva-McCusker by Phone, Hasty Honarkar, JJ Ballesteros, Brittany Ryan, Nia Evans, Chris Tebbutt, Hilton Weinberg, John Church, Michelle Anderson, Sue Kempf-City Council  
Not in Attendance: Mark Christy, who else?

**Agenda**

**I. Old Business**

* + Introduction of the advisory board members and circle of champions
  + Discussion of the purpose of Advisory Board role in KX FM
    - Tyler explained the need for having the advisory board as required by the CPB federal grant
  + Finances
    - Tyler mentions the financial struggle going into 2018 left by the unsuccess of Nancy Wilson concert
    - But ended the 2019
  + New Frequency
    - Tyler explains the frequency change, the clear signal, the HD compatibility

### **II. New Business**

### Fundraising

### KX Takeover 2020-March

### Invites going out this weekend

### Business Membership

### Explain the Business Membership program

### Taste of Laguna is slated for October 15, 2020

* + - Band ideas: Nick Brodauer, Tribute bands, latin bands, don't want to blow the budget on a name since people are there to eat anyway.
  + NEW Golf Tournament at The Ranch June 2020

### Asking board for up sales. Chris suggests connecting Pride 365 with the golf tournament.

* Streaming opportunity: What kind of music should be played on each source. Podcasts are on the website. Spreaker is new and podcasts will go everywhere. All major shows will be on Google Play, iTunes, etc. Brittany suggests utilizing HD 2 channel for news, podcasts and online stuff. HD 1 should be the entire music portfolio. Distinguishing podcasts and on-demand listening.
* Plans for upcoming election. Not sure if KX will partner with Stu News again since Tyler’s bias is in question. Sue added that on air interviews were the best way to get a candidate’s platform across. Board suggests doing the forum again. Hilt says that opinion is an extension of the station. JJ says something I couldn’t hear. Everyone chimed in on our advertisement packages for candidates. Tyler to tell Monica what they said
* Membership Program
  + Board Ideas: stuff to offer for free….didn’t hear but Hilt and Chris Tebbutt had something to say. If it’s not expensive to make or acquire then we should offer it. Access to more promotions, email highlighting spotify playlists, content curated, etc., magnetic bumper sticker,
* Board suggestions: pop up staying somewhere, there was some discussion on sponsorships for the Taste, Tyler to fill Monica in.
* Chris likes the business membership program.

### **III. Action Items** Advisory Board members were asked to get involved in a capacity that fit their skill-set, expertise or passion.

### JJ is helping with The Taste, Hilt is helping with golf, sounds like Sue and Chris will help with golf, Tyler to fill Monica in on what I couldn’t hear.

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