

Development Committee Meeting Notes 3/20/2023

Time: 5:30pm

Present: Joyce, Emma, James, Jill

Note taker: Jill

DEVELOPMENT DIRECTOR SEARCH

- The job description was posted then re-posted to include a requirement for a cover letter
 - Posted on Indeed, Zip Recruiter and smaller sites
- There have been a number of applicants, some qualified
- KBOO hopes to have a Development Director hired by the end of April

“NO FRILLS, ALL THRILLS” SPECIAL PROGRAMMING CAMPAIGN

- 2/20 - 3/25/2023
 - Goal = \$17,000
 - Total as of today, 3/20 = \$9,850
- Feedback: long drive (5 weeks) to raise a small sum of money
- Feedback: more effort spent on special programming than on the fundraising side of the campaign.
- Spring Drive starts 4/22

CUBA TRIP

- The Spring Cuba trip has been canceled
 - KBOO will miss out on \$20,000 in revenue
- KBOO hopes to resume Cuba trips during the Spring of 2024.

LINKEDIN

- Committee/Board members can use LinkedIn to network with major donors and potential board members.
- This is one way to communicate with our membership.
 - Some members prefer phone or email, some prefer social media

NEWSLETTER

- Jill is working on a Membership Newsletter to be released at the beginning of April.
 - 3rd Quarter wrap-up

- Topics to include:
 - Station re-opening
 - Transmitter, UPS, STL
 - James Marsh house
 - KBOO will be fully staffed - 4th Quarter
 - New programs

- James suggests sending the newsletter communication without an ask for money

PLANNED GIVING

- Hold educational event for major donors.
 - Becky Meiers created marketing materials for just such an event
 - Jill will work with Chris to locate them

 - Emma and Jill will work to hold this event before the next Development Director is hired.

JAMES MARSH APPRECIATION DAY

- Learn the story of James Marsh and why he left KBOO his house
 - James suggested reaching out to the attorney who handled the trust

- Tell story on the air throughout the day on “James Marsh Appreciation Day”

NEXT MEETING

- Monday, 4/17/2023 at 5:30pm
 - Via Zoom