



EVENTS WORKGROUP MEETING NOTES

Date

- Tuesday, 5/15/2018

Attendance

- Workgroup members
 - Molly
 - Armando
 - Elliot
 - Dawn
 - Kipp
 - Eric
 - Jill

5/15/2018 Agenda

- Welcome & check-in & meeting guidelines
- Agenda review and additional items
- Workgroup email preferences
- Field Trip | Oregon Historical Society
- Clinton Street Theater film series
- Events, outreach and co-sponsorships
- 50th birthday block party
 - Permits
 - Production
 - Promotions
 - Hospitality
 - After-party
 - Volunteer support
- Assign next tasks
- Opens and next meeting details
- Adjourn

Workgroup Email Preferences

- Every workgroup member, every email?
 - Workgroup members expressed interest in receiving group emails for meeting reminders, agendas, notes, etc.
 - For emails focused on a particular topic, folks only want to receive the email if they are involved in the work.

Workgroup Field Trip

- Oregon Historical Society Exhibit – 50 Years of KBOO FM
 - Scheduled for Sunday, 5/20 at pm
 - Let Jill know if you will attend so we can plan a meeting spot

Clinton Street Theater film series

- KBOO fundraiser
 - Twice a month
 - Theater shares proceeds with KBOO for one film
 - Theater share proceed with a Portland jazz association for one film
 - Jen reached out to the workgroup for promotions assistance
 - Flyers and social media
 - Graphic design
 - Flyer production
 - Flyer distribution
 - Social media posts
 - Elliot, the Workgroup's resident graphic designer, is at capacity right now but will touch base with Jen to see if he can assist in developing templates for flyers and social media posts
 - Jen was informed of the Workgroup's scheduled meetings
 - She is unable to attend Workgroup meetings
 - Jen was asked to send schedules and specific requests for assistance to Jill to present during Workgroup meetings
 - Jill will report back to Jen on a regular basis with the thoughts and capacities of Workgroup members

Events, outreach and co-sponsorship updates

- Brainstorm request
 - Share your ideas about how to improve KBOO's community engagement at events
 - Especially loud events where talking isn't an option
 - Interview/KBOO message booth
 - Microphone
 - Headphones
 - Recording device
 - Microphone ring toss

- Album cover bingo
 - Raffle wheel
 - Giveaways
- Event proposal
 - KBOO Homecoming
 - Staff and other interested folks are floating an idea to hold a “Homecoming” of sorts for folks who have been but are no longer involved with the station
 - People to invite include people across the country
 - Plans for the event need to include enough time for guests to book flights/accommodations
 - Can this “Homecoming” be tied to the birthday block party?
 - The Events Workgroup is in support of the event and will assist as we are able.
- Previous events
 - April 2018
 - OREGON HEMP CONVENTION
 - Portland Expo Center
 - Saturday, 4/14
 - 10am – 7pm
 - Volunteer opportunities
 - Outreach table
 - SPRING MEMBERSHIP DRIVE
 - KBOO Phone Bank
 - 20 SE 8th Avenue
 - 4/19 through 4/21
 - Drive will stop at 5pm on 4/21
 - Live broadcast from The Inner-City Blues Festival will begin at 5pm
 - 7th ANNUAL INNER-CITY BLUES FESTIVAL – live remote
 - Eagles North Portland Foe 3426
 - 9611 N Exeter
 - 4/21 through 5/3
 - May 2018
 - MAJOR DONOR EVENT
 - Oregon Historical Society
 - Saturday, 5/6 – 9am
 - *Pickn’ appreciation Party* – Bluegrass breakfast fundraiser
 - Tickets were \$35
 - Super Supporters could purchase \$300 tickets which included

- A special tour of the exhibit
 - Raffle tickets
 - KBOO goodies
 - Food/drink
 - Ticket sales were slow
 - The event did not sell out
 - Fundraising efforts did not yield projected revenue
 - Folks who did attend enjoyed the event
 - 9am on a Sunday might be early for the KBOO crowd
 - Bluegrass entertainment featuring KBOO's Music from the True Vine was excellent
- Current events
 - June
 - KBOO BIRTHDAY CAKE PARTY
 - The Plaza of the Oregon Historical Society
 - 1200 SW Park
 - All-day, Sunday, 6/3
 - Activities to include
 - Live broadcast
 - Naming 6/3 KBOO Day
 - Termination point of Pedal-pa-looza
 - Cake potluck
 - Music
- Upcoming events
 - June 2018
 - 26th ANNUAL GOOD IN THE HOOD FESTIVAL – live remote (Saturday)
 - Lillis Albina Park
 - 301 – 499 N Page Street
 - 6/22 through 6/24
 - July 2018
 - 31st ANNUAL WATERFRONT BLUES FESTIVAL – live remote
 - SW Waterfront
 - 7/4 through 7/8
 - 38th ANNUAL CATHEDRAL PARK JAZZ FESTIVAL
 - Cathedral Park
 - 6819 N Salem Avenue
 - 7/20 through 7/22

- PDX Pop Now
 - SE Portland
 - Under the Morrison Bridge?
 - 7/21 – 7/22

- KBOO 50th ANNIVERSARY EXHIBIT CLOSING
 - Oregon Historical Society
 - 1200 SW Park
 - Sunday, 7/29

- August 2018
 - **50th ANNIVERSARY BLOCK PARTY – live remote**
 - **SE 8th Avenue – between Ankeny and Ash**

 - **Saturday, 8/11**
 - 12pm until 10pm

 - **Activities will include**
 - **Performers**
 - **DJs**
 - **Tours of the station**
 - **Recorded messages for KBOO**
 - **Games**
 - **Outreach and membership opportunities**
 - **Food**
 - **Beer and cider**

- September 2018
 - FALL MEMBERSHIP DRIVE
 - 9/6 through 9/22

- October 2018
 - GRASSROOTS RADIO CONFERENCE
 - Location TBD – Portland

 - 10/4 through 10/7

 - A committee to lead the planning has been formed
 - Volunteers are needed to assist in all aspects of coordination
 - Contact Ani if you're interested in helping out

50th birthday block party celebration

- Event details
 - Open to the public
 - Saturday, 8/11 from 12pm to 10pm
 - Start time was 10am
 - **Start time is now 12pm**

 - LOCATION
 - Live broadcast 90.7fm

- SE 8th Avenue between Ankeny and Ash
 - Same location as the 40th anniversary celebration
- PERMITS
 - PBOT permit application
 - Traffic planning
 - The preliminary traffic plan was approved by the city
 - The final traffic plan will be submitted with the Portland Bureau of Transportation Event Permit
 - Neighbor notification
 - Kipp has notified the neighboring businesses and has collected the appropriate signatures for the event permit application
 - We need to request permission from the landlord on the West side of the street
 - Current plans include a beer garden in that parking lot
 - KBOO can/will provide insurance coverage naming the landlord as an “additional insured”
 - Molly has notified the Buckman Neighborhood Association and we have their approval to proceed with planning
 - Jill contacted the BNA to offer an opportunity for outreach during the event
- PROPOSED LINEUP
 - 12:00-12:45: Blue grass band (contact: music from a true vine)
 - 12-45-1:15: PA/Lecture (contact: youth collective)
 - 1:15- 2:00: Jam band (contact: grateful dead and friends)
 - 2:00- 2:30: Lecture (contact: bread and roses)
 - 2:30 - 3:15: Reggae band (contact: shocks of sheba/ reggae bob)
 - 3:15 - 3:45: Lecture (contact: ???)
 - 3:45 - 4:30: Blues band (contact: blues junction)
 - 4:30 - 5:00: Lecture (contact: Queerboo)
 - 5:00 - 5:45: Rock band (Contact: Drinking from puddles/ life during war time)
 - 5:45 - 6:15: Downtime DJ (Contact: the movement)
 - 6:15 - 7:00: First peoples group (contact: Rose city native)
 - 7:00 - 7:30: Downtime dj (Contact one two one two- Dj Atm)
 - 7:30 - 8:15: Spanish group (Contact: Armando Puentes)
 - 8:15 - 8:45: Downtime DJ (contact Deena B, confirmed)

8:45 - 9:30: International (contact: An evening of Afrotainment/ Celeste)

9:30 - 10:00: Mic Crenshaw (confirmed)

- With rotating hosts throughout the event
 - Possibilities include
 - 12- 2:30 Youth collective
 - 3:15-6:15
 - Bren boy (RIP city basement) & Marvin Raines (marv's room),
 - 7:00-10:00 La Contessa
- Del suggested Jack Malstrom (DJ Gila River Monster)
- Del also suggested consulting with our community members who are of Asian, Pacific Islander, Asian American descent
 - Not yet represented in the proposed lineup
 - Are there any other community members we are missing?
- Suggestion for a radio “stage” set
- Suggestion for an interview panel
- Kipp has been/is contacting show hosts for suggestions of performers who might be perfect for the birthday block party event
- Armando has already booked an accordion (!!) band
- Dawn will put Molly and Jill in touch with Tommy (engineer) to discuss sound requirements
- AFTER PARTY OPPORTUNITIES
 - Kipp secured Rontoms for the block party after-party
 - Rontoms to provide (for purchase)
 - Food
 - Drinks
 - Rontoms to provide (without cost)
 - Sound system
 - Patio
 - KBOO to provide
 - Turn tables
 - DJs
 - Guests
 - Rontoms will not share proceeds with KBOO
 - They agreed to a donation bucket at the door
- MARKETING PLAN
 - Press release
 - Armando volunteered to write draft #2 now that we have the event details
 - I didn't note if someone else wants to assist Armando?
 - Please get in touch with him if that is you.

- On-air promotions
 - 90.7fm
- On-line promotions
 - Electronic press kit
 - KBOO newsletter
 - KBOO website
 - KBOO social media
- Print
 - Posters
 - Flyers
 - Table tents
 - Invitation
 - Select mailing?
- Cross promotion
 - Co-sponsorships
 - Underwriting
- RENTALS
 - Jill made a preliminary list of rentals to price
 - Based on the Event/Site Plan
 - Stage costs have been researched
 - Need quotes from vendors
 - Assistance is needed in requesting quotes for production and hospitality rentals
 - All costs need to be compared to the budget before contracts are signed
- OUTREACH
 - Possible activities
 - Album cover BINGO
 - Microphone ring toss
 - Music trivia contest
 - Chalk drawing
 - Face painting
 - Unicycle rides
 - Dunking booth
 - Corn hole contest
 - Youth collective hosting recorded messages from KBOO supporters
 - KBOO table
 - 50th Anniversary Banner
 - Ambassadors
 - Printed information
 - Membership forms
 - Merchandise
 - Give-aways
- VOLUNTEER SUPPORT
 - Do we want to engage the Board of Directors?

- Volunteers to promote the event
 - Posters and flyers
- Volunteers for the day of the event
 - Recruit volunteers to support the following aspects
 - Event point-people/block party volunteer coordinators
 - Security (?)
 - Performers
 - Stage
 - Sound
 - Traffic control
 - Outreach
 - Documentation
 - Hospitality
 - Station tour guides
 - Set up / Pack out
 - Rentals
 - Stage
 - Food/beverage vendors
 - Honey Buckets
- Volunteer trainings
 - At least 1 week prior to the Block Party
 - Jill and ???? will hold training sessions with each volunteer
 - Discuss duties/tasks
 - Discuss expectations
 - Discuss support for volunteers
- Volunteer support
 - Schedule
 - We will create a schedule for volunteer needs
 - We will plan to recruit more volunteers than we need
 - Not everyone who commits will attend
 - We will work out shifts and the preliminary number of volunteers needed
 - Oversight throughout the day
 - Jill plans to be at the event for the duration of the block party
 - *At least 2* additional volunteer coordinators are necessary
- BUDGET
 - Development is working on an additional grant for the community event
 - Sponsor Solicitation
 - Eric volunteered to seek sponsorships to support/increase the block party budget
 - Sponsorship levels
 - \$5,000 level – Grassroots Media Hero Sponsor
 - Name on poster
 - Listed on website
 - Listed in program
 - Thanked from the stage

- 2 signed books – *Days of Destruction, Days of Revolt*
 - Thanked on-air, 90.7fm at least 5 times
 - \$3,000 level – Bringing Truth to Light Sponsor
 - Name on poster
 - Listed on website
 - 1 signed book – *Days of Destruction, Days of Revolt*
 - Thanked on-air, 90.7fm at least 3 times
 - \$1,000 level
 - Listed on website
 - 1 signed book – *Days of Destruction, Days of Revolt*
- Details
 - Create supporting information document(s)
 - Write byline – Eric & Jill
 - What to people need to know about the event
 - 2 sentences or less
 - Format outline
 - Jill has template
 - Include schedule of block party activities
 - Supporting information
 - Check SE Uplift grant application
 - Budget
 - Narrative

Opens & next meeting details

- No opens
- Upcoming meetings
 - June meeting
 - Date
 - Tuesday, 6/19
 - Time
 - 6:00pm – 7:30pm
 - Location
 - KBOO – 20 SE 8th Avenue
 - Studio 1
 - July meeting
 - Date
 - Tuesday, 7/17
 - Time
 - 6:00pm – 7:30pm
 - Location
 - KBOO – 20 SE 8th Avenue
 - Studio 1