



**Community Advisory Board
Minutes of the Meeting
March 18, 2026**

Call to Order

John McGowan called the meeting to order at 12:19 p.m. Board members present were Tammy Baldwin-Sessoms, Linda Burns, Mike Cowan, Karie Hollerbach, Barb Morgan, and John McGowan. Ex-officio members present were Dan Woods and Jeanette Lawson.

Minutes of Previous Meeting

A motion to approve the minutes of the December 17, 2025, meeting was made by Tammy Baldwin-Sessoms and seconded by Mike Cowan. The minutes were approved by acclamation. No consent agenda items.

General Manager's Report

Infrastructure

- a. The 1000-watt back-up antenna has finally been installed on Serena.

Personnel

- a. Students – Vincent Garavalia is our new student host. We have three students this semester—Vincent, Ella Tinsley, and Trey Lintner.

Programming

- a. Raechel Cantoni is the new Cape Girardeau Region Director of the BBB. She has started recording new episodes of *Consumer Handbook*.

Budget

- a. University asked all departments to come up with 10/15/20 percent budget cut scenarios. We're going to offset these cuts with revenue.
- b. NPR is developing a tiered pricing model (Level A, B, C). This will affect us, including what resources and speakers we'll have access to. We'll need to pick the right level for us. NPR will use radio locator information to determine pricing (looking at 60 DBU counties and households of \$50K or more). The U.S. legislature is looking at a possible Rural Radio Resiliency Fund of \$100 million for next fiscal year. We would fall into this category. There may also be funds for public broadcasting and libraries if MO HB3518 is enacted.

Development Director's Report

Underwriting Update

- a. New Sponsors – Alzheimer's Association (Trade)
- b. Renewals – Buchheit; John Spear (Sponsoring Consumer Handbook and On the Menu); Rice, Spaeth, Moroni, Heisserer, L.C.
- c. Not Renewing – Carved + Crafted (SEMO Dining)
- d. Proposals – Drip Bar

Events and Activities Re-Cap

- a. KRCU Blood Drive, Cape Girardeau Public Library, January 13, 10 AM-2 PM – Good turnout; 15 donors
- b. KRCU 50th Anniversary Ribbon Cutting & Open House, March 5, 10 AM-Noon – Great event; well-received by KRCU old-timers and community; 85 attendees

Upcoming Events

- c. SEMO Giving Day, March 19 – Two projects: Jim Riley \$25K match for media students and \$5K goal going toward our spring membership drive
- d. Visit from NPR's Domenico Montanaro – We just found out this week that Domenico is available to come, however we are clarifying exact dates. Tim Domian/Edward Jones has agreed to sponsor. Once the dates are finalized, we'll start promoting the events:
 - a. Circle VIP Reception with NPR's Domenico Montanaro, April 6, 6-8 PM, Pagliai's
 - b. Membership Breakfast with Domenico Montanaro, April 7, 7:30-9 AM, Kem Hall
- e. Spring On-Air Fund Drive, April 8-15
- f. KRCU 50th Anniversary Celebration, Rusted Route Farms, May 23, 6-10 PM
 - a. Sponsors are Adelaide & Bob Parsons, EBO MD, Saxony Village, Saint Francis Healthcare, City of Cape Girardeau Regional Airport, Buchheit
 - b. Barb is coordinating the silent auction; send recommendations to her
 - c. KRCU 50th Anniversary Celebration at Rusted Route Farms, May 23, 6-10 PM
 - i. Tentative timing of evening:
 - 6:00 PM Social Hour (KRCU Memories Wall, Photo Booth, Silent Auction, Bar)
 - 7:00 PM Dinner
 - 8:00 PM Brief Remarks from Dan (and CAB Member?)
Toast & Cake Cutting
 - 8:30 PM Dancing/Live music from Gen X (KRCU Memories Wall, Photo Booth, Bar)
Silent Auction Results during Gen X Intermission

Adjournment

The meeting adjourned at 1:02 p.m.