



**KRCU PUBLIC RADIO**  
Community Advisory Board  
Minutes of the Meeting  
March 9, 2022

**Call To Order**

Mike called the meeting to order at 12:05 p.m. Board members present were Mike Cowan, Karie Hollerbach, John McGowan, Missy Marshall (via zoom). Ex-officio members present were Dan Woods, Jeanette Lawson.

**Minutes Of Previous Meeting**

A motion to approve the minutes of the Jan 12, 2022, meeting was made by John. Missy seconded, and the minutes were approved by acclamation. No consent items.

**General Manager's Report**

KDMC 88.7 Update

An air conditioner failed in the building at KDMC so currently we are running at half power on one air conditioner. We are currently waiting for parts to repair.

The station is also looking at getting fiber installed at KDMC to improve signal. East Carter County RII is not too far from the Elsinore sight, and they have MOREnet fiber, so we are looking into it.

KRCU's new billboard is up on Highway 60 in Poplar Bluff and will remain up for a year.

Staffing

Lindsey's old position is now advertised and will remain open until March 18<sup>th</sup>. The position title was changed to "Membership Engagement Assistant" to hopefully attract a different pool with donor interaction experience.

## **Development Director's Report**

Underwriters: Ellis Battery (Weather sponsorship) & The Southeast Missourian (trade for Valentine's Party) are new underwriters. Renewing contracts include: Buchheit and PFLAG. In addition, there are proposals out to Rural King & 180 Healthcare. Unfortunately, we lost Fresh Healthy Café.

### Events:

KRCU's Valentine's Day Party was held February 12 at Century Casino. The silent auction went well, and though attendance was down this year, a \$5,000 profit was still made. Our usual attendance is about 200 and this year was about 150. When we started this event, we were the only one at that time and now we are up against so many other events. We also believe COVID recovery has a little to do with attendance. We are mulling over whether we should move the event to a different time of year.

John suggested bringing back the "event planning" committee the board had previously to help with the event planning and details.

KRCU's Spring Membership Campaign will take place March 16 -23. Our goal again is \$55,000. So far, we have raised \$4,525. Another pre-drive letter was mailed yesterday. This time we are trying to spice things up a bit by doing a different theme each day while helping out other non-profits. The 16<sup>th</sup> is Library Day and the directors of Cape, Poplar Bluff and the SEMO Library will be on air with us. We will also have "Furry Friday" and our guests will be from SEMO pets and Safe Harbor.

KRCU Koffee's will be returning after 6 years with the first one taking place April 5 at 8 a.m. at My Daddy's Cheesecake. The program will be Bill Eddleman discussing his new radio show: "Tales from Days Gone By." The featured corporate sponsor will be the Cape Girardeau Public Library. The idea is to take the Koffee on the road to other places like Sikeston, Perryville, etc.

Details are still being ironed out for the spring bluegrass concert with the Wheelhouse Rousters in Poplar Bluff. We are working with Wes Payne at Three Rivers. The Date is April 30<sup>th</sup> and ticket price will be \$15.

## **Adjournment**

A motion to adjourn was made by Mike, and seconded by Karie at approximately 12:54 p.m.