



Community Advisory Board
Minutes of the Meeting
March 15, 2023

Call to Order

Mike Cowan called the meeting to order at 12:25 p.m. Board members present were Mike Cowan, Tammy Baldwin, Diane Howard, and Missy Marshall. Ex-officio members present were Dan Woods and Jeanette Lawson.

Minutes of Previous Meeting

A motion to approve the minutes of the December 21, 2022, meeting was made by Mike Cowan, and the minutes were approved by acclamation. No consent items.

General Manager's Report

No Staffing or Infrastructure Updates

Research Update

We will table looking at the quantitative and qualitative data from Karie's Media Analytics class's research and analysis of programming and underwriting at KRCU, WSIU, and WKMS to our June meeting.

Development Director's Report

Underwriting Update

- New underwriters – Poplar Bluff Regional Medical Center (for events); The Ground-A-Bout is doing trade with us/1873 Anniversary Roast; Carved & Crafted (catering side of Chartwells) is doing trade for Music on the River.
- Proposals – Parkland Health Center (Farmington), Madison Health Center (Fredericktown); For Music on the River, proposals out to Buchheit, Red Letter Communications, Aurora Medical Spa, Country Club, and several real estate places. SoutheastHEALTH and First Midwest Bank have committed to sponsor Music on the River.
- Renewals – Buchheit, PFLAG, Ellis Battery, and Missouri Department of Conservation.

Events and Activities Re-Cap

- Valentine's Day/My Daddy's Basket Fundraiser – Sold 13 baskets; Made \$225.
- KRCU Koffee in Poplar Bluff – Went well with 20 attendees; Bill Eddleman was guest speaker.

Upcoming Events

- SEMO Giving Day/150th Celebration, March 22 – KRCU will have a table/booth; for whole community, not just campus; brief program in front of Academic Hall at 11:30 a.m. followed by a street fair with over 100 booths. Giving Day funds will go toward our Spring Goal.

- Spring Fund Drive, April 12-19, 2023 – Our goal is \$55,000. First pre-drive mailing has gone out.
- Music on the River, April 29, 2023, at River Campus Park, 6:30-10:00 p.m.
 - We plan to have three musical acts, food, and drink.
 - Over 800 people interested in attending on Facebook; max capacity is 300; We're hoping to sell out.
- A Day in the Park with Green Bear, April 22 – Hosted by NASV (Network Against Sexual Violence); will have a booth, games, bubbles, coloring sheets.
- Blood Drive at Perry Park Center, May 6.
- Ideas for upcoming coffees in Cape - Whitney Quick (BBB), Denise Lincoln (local history), Dr. Jennifer Bengston (forensic anthropology); "Bring a mug, take a mug" idea – have folks exchange KRCU mugs.

Board Officers and Officer Election

- Mike Cowan is terming off in March 2023, and Missy Marshall is terming off in June 2023.
- Dan will invite Barb Morgan back, as well as Mitch Davis from Poplar Bluff.
- Quantella Noto is returning.
- John McGowan will be new Chair; Tammy Baldwin will be new Vice-Chair.

Adjournment

The meeting adjourned at 1:06 p.m.