Community Advisory Board Meeting  
June 14, 2023 at 10 AM

**Members Present:**

Maria Alonzo – Founder/Director, Huerta Del Valle

Josh Candelaria – Former Director of Government & Legislative Affairs, San Bernardino County, now consulting company owner Vice President Community & Government Affairs at Western University

Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council

Christy Holstege – Palm Springs City Council

Mariana Lapizco – San Bernardino Valley College Student and KVCR Intern

Patricia Lock Dawson – Mayor of Riverside

Cassie MacDuff – Former Press-Enterprise Columnist and longtime KVCR News Contributor

Penny Newman – Former Executive Director, Center for Community Action and Environmental Justice

Joerg K.E. Nowak – KVCR member/supporter and longtime listener

Bud Weisbart – KVCR member/supporter, longtime listener, and small business owner

Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center

**Members Absent:**

Michelle Decker – CEO, Inland Empire Community Foundation

Patricia Nickols-Butler – President/CEO, Community Action Partnership

Ali Sahabi – President Optimum Group

Helen Tran, Mayor of San Bernardino

Lynn Valbuena – Chairwoman, San Manuel

**Staff and Guests Present:**

Valerie Arce, Assistant to Connie Leyva & CAB Recording Secretary

Sarai Arellano, Advisor for Business Development to Mayor Patricia Lock Dawson
1. **Call to Order and Self-Introductions**

Connie Leyva, KVCR Executive Director began the meeting at 10:05 am. She gave a brief overview of herself, and all introduced themselves.

2. **Purpose of the Community Advisory Board**

The purpose of CAB was discussed. Feedback from the community is key. All discussed what they like about KVCR and what could be improved. CAB board members are to be the ambassadors for KVCR.

3. **KVCR Update**

KVCR applies for grants. However, many have limitations as to how the funding can be used. Connie Leyva met with PBS leaders in January and discovered that 60-70% of their revenue comes from membership. KVCR’s membership only accounts for 10-15% of its revenue. The goal is to grow membership, listenership, and viewership.

The goal of reaching a younger demographic was discussed. Learn with Me is a new show in partnership with San Bernardino County schools and Superintendent Ted Alejandre. The kickoff will be on September 21, 2023. IE Latino Voices is a radio show which airs on Wednesdays. Inland Edition started as a radio show. However, due to a grant received with the help of Congressman Pete Aguilar, it will now be a television show, with the possibility of radio.

KVCR did not present in years past at the Board of Trustees of the San Bernardino Community College District board meetings. This has since changed. Connie Leyva presented at the last meeting. The board will now hear about the work that KVCR is doing.

KVCR is establishing its newsroom. A grant was received, and Anthony Victoria was hired as a new, full-time news reporter. Madison Aument, who was previously a part-time reporter, is now a full-time reporter.

Manny Saucedo, Director of Development & Strategic Relations, presented to the group. KVCR’s revenue consists of grant writing, underwriting, production services, digital sponsorship, and the goal to increase membership. KVCR is a dual licensee for television and radio. It is founded through PBS and is founded with two pillars, civic information, and education. KVCR will be seeking funding for all its initiatives.

4. **KVCR Tour**

Connie Leyva led CAB members on a tour of KVCR.

5. **Adjourn**
The board discussed meeting monthly on the second Wednesday of each month. All concurred. An updated meeting appointment will be sent at all. With no further topics to discuss, the meeting concluded at 11:06 am.