Community Advisory Board Meeting

September 13, 2023 at 10 AM

Members Present:

Connie Leyva – KVCR Executive Director

Patricia Lock Dawson – Mayor of Riverside

Josh Candelaria – Former Director of Government & Legislative Affairs, San Bernardino County, Vice President Community & Consulting Company Owner

Christy Holstege – Palm Springs City Council

Mariana Lapizco – San Bernardino Valley College Student and KVCR Intern

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

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

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

Members Absent:

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

Helen Tran, Mayor of San Bernardino

Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council

Maria Alonzo – Founder/Director, Huerta Del Valle

Michelle Decker – CEO, Inland Empire Community Foundation

Ali Sahabi – President Optimum Group

Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center

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

Staff and Guests Present:

Manny Saucedo, Director of Development and Strategic Relations

Valerie Arce, KVCR Administrative Coordinator
Call to Order and Introductions
The CAB meeting was called to order at 10:00 am.

Approval of Meeting Minutes
Mayor Patricia Lock Dawson motioned to approve the meeting minutes from August 9, 2023. Cassie MacDuff seconded, and the minutes were approved by members.

KVCR Update

3A. Inland Edition, FNX, Learn with Me Clips/KVCR Sizzle Reel
Connie Leyva provided the KVCR update. Filming for Inland Edition continues. Season one continues to focus on elected officials. Season two will focus on non-profit organizations.

KVCR now has a newsroom. Anthony Victoria and Madison Aument are the two new KVCR reporters.

Elizabeth Kelly is KVCR’s new Production Coordinator. She will also be putting together a newsletter to keep all up to date.

The Cultivating Inland Empire Latino Opportunity (CIELO) Fund, who helped KVCR to create IE Latino Voices, will be hosting an event this Saturday, September 16, 2023. A KVCR Public Media sizzle reel will be shown to all at the event.

Connie Leyva reached out to Economist Dr. Keil Manfred to do a radio segment about the economy of the Inland Empire.

The job posting for the Community Engagement Manager has closed and interviews will be held soon.

Membership Drive Update – Manny Saucedo
Manny Saucedo provided the membership update. The goal is to increase membership by 1,000 new members. Greater Public was hired. KVCR is already starting to see greater dividends and renewals. Greater Public set a goal to get renewals every month. Letters were sent to over 32,000 members whose membership was ending. Approximately 16,000 current, active in the system members and 3,000 sustaining members also received letters. KVCR is focusing on roughly 80,000 members that did not review their past memberships. About 24,000 individuals have not been members in over five years. KVCR is focusing on these individuals as well. KVCR acquires email addresses from those who have downloaded the KVCR app. KVCR then engages them by sending updates and information. It then encourages them to join. Efforts are through direct marketing and social media. There are different levels of sponsorship opportunities that are available. KVCR encourages CAB members to become sponsors. Flyers for the Native American month event in November will be provided to all CAB members. All are encouraged to attend the upcoming event. KVCR is now doing a much better job of communicating with supporters and assisting them when they have questions or issues.
I. Creative Corporation Grant – Sofia Figueroa

Manny Saucedo introduced Sofia Figueroa. She will now be working with KVCR through the Creative Core Grant. Mrs. Figueroa will be filming an unbiased documentary on the facts about warehouses in the Inland Empire. It will attempt to show the bigger picture and share the community story.

1. Open Discussion

Cassie MacDuff provided some suggestions for Inland Edition. Connie Leyva shared more about the format and approach of Inland Edition. The intent of the show is to be a “non-gotcha” format that is also non-partisanship conversation.

4. Adjourn

The CAB meeting concluded at 10:56 am.