



Community Advisory Board Meeting
September 28th, 2017, 11:30 a.m. – 1:00 p.m.
Teleconference Room
Minutes

Board Members Present: Thomas Vela, Andrew Matranga, Sheila Kowal, Michael Kapoor, Ed Simm, Amanda Perkins Walsh, Phil Cortese, Jamie Lujan, Jackie Jacobson, Michael Niyompong, David Miller (calling in)

Board Members Absent: Teresa Coons, Sean Anglum, Rodolfo Cardenas, Travis Cossitt, Noah Finkelstein, Stephanie Welsh,

Staff Present: Elizabeth Mayer, Shawn Jones, Beth Barbee

1. Meeting Called to Order

- a) CAB Chair Thomas Vela called the meeting to order at 11:32

2. Welcome, introductions and Approve Minutes

- a) Thomas motioned to approve the minutes. The group unanimously approved.
- b) The group conducted introductions. They discussed the time they've spent on the CAB and the reasons why they joined.

3. CAB Bylaw Revisions

- a) **Elizabeth Mayer**
 - i) The group asked to discuss the bylaw revisions and the reasons why they came about. Elizabeth advised that the new bylaw and term limit suggestions arose in an effort to align the RMPBS CAB and KUVU CAB with the Board of Directors. She also noted that nothing is set in stone quite yet and that RMPBS is open to suggestions from the CAB members.
 - ii) The group proposed several options for revising the bylaws and terms. Ed Simm suggested revising the bylaws to accommodate current board member's terms, extending them by one

more term rather than removing CAB members immediately. Phil Cortese noted that the RMPBS CAB should not make a decision without the presence of the KUVU CAB.

Additionally, David Miller noted that the LACs and KUVU CAB operate differently than the RMPBS CAB, suggesting that it isn't as easy to institute term limits when the LACS and KUVU CAB have limited resources as is.

- iii) Amanda P.W. suggested we take an inventory of board membership in order to fill gaps and holes. Michael noted the transition even if we add an additional term, after that term we will still be losing members.
- iv) Elizabeth ended the conversation by stating that we are just in the preliminary stages of the revisions and that RMPBS will take all of the CAB's thoughts into account.

4. CAB FY18 Objectives and Survey

a) Thomas Vela

- i) Thomas noted that the CAB has another exciting year ahead. He noted that the goal of the year is to continually push the envelope of "What is affecting *your* community and why?"
- ii) Andrew discussed that there may be a need to establish a big objective for FY18 that the CAB can work towards. Phil seconded this by noting that events together with both CABs would be helpful.

b) Elizabeth Mayer

- i) Elizabeth discussed the RMPBS FY17 CAB Survey that was distributed to the CAB members. She noted the improvements that CAB members would like (video conferencing, more diversity, etc.) and the things they enjoyed last year (staff attended, etc.).
- ii) Thomas seconded this notion of staff members joining the meeting. He believes the staff joining in on CAB meetings.

5. Brand Story

a) Beth Barbee

- i) Beth discussed the charge and importance of redefining the internal mission and organizational structure and how RMPM can have that help us define our external facing brand. This redefinition entails developing a new website, new branding structures, etc. She discussed the phrasing and framing around RMPM and the organization filters (content-driven, community-focused, and non-commercial) that we use to describe the distinct approach to what we do and the content-focus filters of journalism, culture, education which curates everything we produce and deliver. She noted the importance of these filters within our brand.
- ii) Beth asked for audience insights from the RMPBS CAB. She asked the group to answer on a sticky note, two distinct questions: What do we mean by "strengthening the civic fabric" and today, how do we accomplish "strengthening the civic fabric" and in the future:
 - (1) The groups answers as to what strengthening civic fabric meant: tapestry of community, society, interrelationships, and dialogue, weaving ourselves into the daily lives of constituents.
 - (2) The group answers to what we can do today: simulcasting across Colorado,
 - (3) The group answers to what we can do in the future: moderated conversations for conflicting factions, dual-language events and community conversations

6. CAB Comments/Wrap Up

a) Amanda Perkins Walsh

- i) Amanda thanked the group for presenting.

There being no further business, the meeting was adjourned at 1:07pm