

August 2<sup>nd</sup> CAB Meeting Minutes  
Acting Secretary: Lang Hornthal

Attendance:

Robert Seiler, Leigh Dudasik, Lydia Odell, Carl Beason, Ray Guenther, Kathleen Peters, Lang Hornthal, David Gordon, Kim Clark, Kate Barkschat, and Allison Dyer

Meeting called to order.

Approval of minutes from previous meeting (May 3, 2004). Motion made by Ray and seconded by Carl.

Board Reports/Old Business

Lang and Leigh have agreed to be the Chair and Vice-Chair for the next two years, alternating at the end of the first year. Robert has agreed to be secretary for those two years.

A motion was made to reappoint Carl Beason to the CAB for a three year term by Lydia and seconded by Leigh. This was immediately sent to David Gordon and approved.

Robert read an email from Morgan Inez, submitting her resignation from the CAB. David agreed to write and thank her for her time and service.

Role of CAB

The CAB has asked for focus on where they can be most helpful to the station.

David's experience with CAB's in the past has been to get together a group with a variety of expertise that would benefit the station. The station is always looking for feedback. Is the station meeting the needs of the different communities?

Other thoughts:

Need for more camaraderie, but difficult to get together

Web site can be used effectively to stay on top of what is happening with the station

Need for a marketing director. Currently waiting on the school.

Agree that the retreat was helpful and that another one would help the CAB refocus its attentions. Will be planned for first part of 2005.

Possible CAB Candidates

Public relations person would be helpful

Marketing and Grass Roots

Carl and Lang passed out potential cards to be used at local events.

Feedback was given and Lang agreed to email one more round of revisions before the station would produce the piece.

### Transylvania County

Lydia gave a brief report about underwriting and member businesses and how it applies to Brevard and Transylvania County. She stated the need to get local business involved and an easy way for CAB members to talk with local businesses about the benefits offered by the station.

### Blue Ridge Mountain Host

Agreed to advertise in the Visitors Guide as a way to reach the tourist market. Will also continue to be involved with the planning for the upcoming Heritage Area. Lang will get a contact name for Rutherford County.

### Staff Reports:

#### David

Charlotte Translator: The agreement with Susquehanna is no more as they have sold their station to Radio One. The feeling is they are interested in doing the same thing, but calls have been made to both Radio One and the City of Charlotte.

Engineering studio still needs to be done

Brief discussion was held on XM radios hire of Bob Edwards.

#### Kim (programming):

Just got back from Bele Chere where comments ranged from too much bluegrass to not enough bluegrass. All feedback is very much appreciated.

Martin Anderson is now the new music director

James Richards, an intern from UNCA, is now helping with the reading of the news.

Get Kim any local issues

#### Allison (membership)

The fall pledge drive is scheduled for October 11-16

#### Kate (underwriting)

Etown will be on campus the weekend of October 16<sup>th</sup>. Rumored performers include REM and Dolly Parton

The media kit will soon be available on CD-rom.

Many thanks to the new underwriters

Next meeting: November 1<sup>st</sup> @ 7:30

Meeting adjourned at 9:35