

WMKV COMMUNITY ADVISORY BOARD MEETING MINUTES SEPTEMBER 30, 2024

Board Members in Attendance:

Ken Mandel, Chair
Zac Corbett, Secretary
George Zahn
Kay Casey
John Anderson
Jim Imholte

Meeting commenced at 11:03 AM, September 30, 2024, at the Maple Knoll Village Boardroom.

1. Call to Order

- The meeting was called to order by Chairman Ken Mandel, who welcomed the group.

2. New Board Member

- Zac Corbett has been officially voted in as a voting board member, replacing Andy Craig, who is no longer working at Maple Knoll. Zac was welcomed and has served as our Secretary.

3. Jazz Hall of Fame All That Cincinnati Jazz Show

- The show is growing steadily.
- Greg Chako is interested in hosting the Jazz Hall of Fame show.
- Kay Casey mentioned a partnership with the University of Cincinnati to support music education and the show. Kay is in contact with them.
- Jim Imholte suggested exploring a connection with the Mason School of Rock. George Zahn will investigate getting some music from them for air.
- Lee Hay produced a memorial show dealing with recently deceased Cincinnati folk/jazz performer Katie Laur. The show has been added to the All That Cincinnati Jazz collection after it aired as a stand-alone special.

4. 10 AM Monday Hour

- Chuck Black, who has connections with the Queen City Balladeers, has been playing folk and cowboy/country music during this time slot instead of big band music. Ken Mandel suggested looking for old WNKU mailing lists to let them know about the Monday 10 AM change. Brian Hogg, jazz director at Northern Kentucky University, was suggested as a contact to assist George Zahn with email blasts about the show.

5. Blue Ash Concerts

- * WMKV again was involved with the city of Blue Ash for their Summer Concert Series from June through August, garnering the station exposure and financial support.

- * In past WMKV did have a banner promoting the station, but two have disappeared while in possession of the city. Removable yard signs were recommended for future use.

6. PRX (Public Radio Exchange)

- PRX membership is progressing, enabling the station's shows to be picked up by other public radio stations and gaining national exposure for WMKV and Maple Knoll Communities.
- The first series of 13 shows in the Fobiano Music Series was published on PRX on August 23 (to commemorate the passing of Carol Fobiano), and another series, Stage and Soundtrack with Peter Weiglin, had 13 shows published to PRX on September 27.
- Ben Cook, a representative from PRX, is facilitating helping WMKV publicizing the new shows.
- CPB restricted funding requires the station must spend a portion of grant funds to acquire national programs or create original content for national distribution. Personnel time for preparing the PRX programming is billed against CPB funding fulfilling this requirement.

7. Harry James Concert (November 17th)

- WMKV will host the national-touring Harry James Orchestra at Music Hall Ballroom on November 17 from 7-10pm. The concert/dance is sponsored by Western and Southern Financial Group with additional support from Butler County Warbirds. It is being heavily promoted on air and on Facebook. Ticket sales have been slow in the first two weeks.
- Trying to increase exposure for the Harry James event, suggestions included to send information to MKV Activities to try to get a bus of residents for the event. The flyer is on slides for campus. We have not had luck with buses for recent dances, but Zac Corbett will get George Zahn the information needed to distribute flyers on campus.
- George Zahn has sent a release to Bailey Wallingford for distribution to media outlets. He has also sent the release to Movers and Makers magazine for its arts calendar. Ken Mandel will get George Zahn information on getting the flyer placed at Cincinnati Public Library locations.
- Kay Casey recommended contacting Janelle Gelfand at the Cincinnati Business Journal. Kay is also distributing flyers to her more than 650 Jazz Friends e-mail list.
- Ticket sales need to reach 300 to break even.
- Jim Imholte will reach out to his contact at SPCA and Ken Mandel at Buckeye United Fly Fishers for possible support. Jim Imholte also suggested that we reach out to do something with Wine and Words. There was also a suggestion to possibly try to underwrite on WVXU/WGUC and maybe get an interview on WVXU if the stations will allow a competitor station to be promoted.

8. Fall Fund Drive Results

- Last year's fall fund drive raised \$43,000, and this year the station reached \$49,000. Discussion centered on how to gauge what shows are popular.
- George Zahn will try to furnish the CAB with lists of popular shows.

9. WMKV Golf Outing

- The event was successful at Glenview Golf Course. We had fewer golfers and were missing a few regular sponsors.
- It was recommended by Ken Mandel that Michelle Zeis follow up with non-sponsors to inquire about their absence and express that they were missed.

10. Holiday Mini-Drive

- Scheduled for December 4th-7th.

11. Budget Planning

- Jim Stahl is assisting George with budget preparation, focusing on overhead expenses.

12. Veterinarian Hosts for Shows

- Jim Imholte is waiting for responses from potential veterinarian hosts for Our Best Friends and George is working with a vet from MedVet as a possible host to complement Dr. Bob Biederman and behavioralist Cheryl Kocher as hosts/guests. George is also interested in having SPCA as a guest on Spotlight on WMKV/WLHS.

13. Grant Writing

- A meeting with Michelle Zeiss will be arranged to work on upcoming grants. There is a grant window happening late in 2024.

14. Music Bingo-Singo

- George Zahn has created a music Bingo game that uses pop songs from the 40s through the 70s instead of numbers. The plan is to eventually have this as an event in the auditorium to raise awareness for Maple Knoll residents.

15. Next CAB Meeting

- The next meeting will be a lunch meeting date TBA, but possibly for December, 2024. George and Zac to propose dates to Ken Mandel within 1 week.

Adjournment 12:25 PM