

Meeting Minutes – January

NY Public Radio Community Advisory Board Meeting



Meeting Information

Objective:	January CAB Meeting & Guest Speaker Minute Highlights		
Date:	Thursday January 7, 2016	Location:	The Greene Space 44 Charlton Street New York, NY10014
Time:	6:36 PM	Adjournment:	8:22 PM

Invited Guest Speaker(s) Graham Parker, General Manager & Vice President, WQXR
Kathleen Drohan, Project Manager, Instrument Drive WQXR.org

Attendees: 10 Members of the Public as well as the below CAB members and liaisons
(E = Excused; X = Present)

Anita Aboulaflia	E	Lue Ann Eldar, Chair	X	Ellen Polaner Trustee CAB Liaison	X
John Bacon	X	Barbara Gerolimatos Secretary	E	Steven Rapkin	X
Chad Bascombe	X	Andrew S. Greene	E	Theodore Schweitzer	E
Gary Brocks	X	Sue Hornik	E	Laura Selkaly (Board of Trustees' CAB Liaison	E
Raesha Cartagena	X	Merwin Kinkade, Vice Chair	X	David N. Sztyk	X
Carole Chervin	X	Carmina Lu	X	Helen van der Voort	X
Judith Cholst	X	Alex Murry Staff CAB Liaison	X	Nancy Walcott	X
Grace Clarke	E			Adam Wasserman Vice Chair	X

		Presenter	Time Allotted
1	Approval of Agenda (1/7/16) and Approval of Minutes (11/16/15)	Eldar & CAB	5 minutes
2	Guest Speakers with Q & A: WQXR.org's Graham Parker. General Manager & Vice President and Kathleen Drohan, Project Manager, Instrument Drive	Parker, Drohan	50 minutes
3	CAB Business & Project Update	Eldar & CAB	40 minutes
4	Public Comment	Public Attendees	10 minutes

Discussion Highlights

- 1 Minutes approved and Agenda approved. WQXR General Manager & VP Graham Parker and Kathleen Dohan, Instrument Drive Project Leader, Introduced.
- 2 Graham Parker thanked the CAB for their extraordinary help with the 2014 Instrument Drive and asked members of the CAB for their help with the 2016 drive, April 8 – 17th. Kathleen Drohan began by summarizing the 2014 results: 3000 instruments were collected in 10 days of which 2000 were reparable. These instruments were then donated to 100+ NYC public schools, impacting 1000 kids, as well as to 5 community music groups and 60+ non-profits organizations via the Materials for the Arts program. The non-usable instruments served as props, sensory items, displays item for veterans. etc. Many personal stories became evident during the drive. One Holocaust survivor donated an instrument purchased in a displacement camp in German, which is now in the hands of young women in Bronx. This story was made into a documentary film debuting in the fall. Many more stories exist and in 2016, with Sound Cloud partnership, donors will have the ability to share their story (i.e. similar to Story Corp),
- The 2016 goals are doubled, targeting to collect 6000 instrument, identifying 200 public schools, now including those in Newark, NJ. Drive will be April 8 through April 18th. This year, WQXR will be hiring a 2nd project person. Also an electronic system named Lenny, in honor of Leonard Bernstein, is being developed, which will allow donors to track their instruments through repairs and school donations. Additional 2016 partners include Uber and Schleppers for transporting instruments and Sam Ash, a returning sponsor, accepting donations at their stores. A hashtag #GiveMusicNYC will promote event on social media, and the press partners, NY Times, CBS and PIX 1, will also promote the event. Members of the CAB were invited to participate in events and to make recommendations for events. Questions/comments from the CAB and public attendees included much praise for the WQXR program, as well as an interest in learning about what measurable outcomes can be demonstrated from the project. WQXR is working on developing an assessment tool so that they can obtain quantitative and qualitative feedback. Chad Bascombe, CAB member and middle school teacher, asked if his/other middle-high school students might be able to participate as volunteers to support the instrument drive. Kathleen also detailed requirements for school participation, including being a high need school, signing a contract, assuring a secure location for instruments, and the desire for parental/community involvement. CAB expressed an interest in a group activity to support the drive. Graham Parker hopes that this drive would lead to a positive impact for WQXR and bring music to more people as well.
- 3 CAB business discussion focused on difficulties on finding the CAB from the WNYC website and what kind of things might be done to facilitate the CAB visibility. CAB officially requested a meeting with WNYC staff to discuss improving visibility for CAB. It was also noted that this month's CAB meeting announcement were late in airing this month. Carmina Lue presented some ideas on how the CAB could support NY Public Radio by acting as Secret Shoppers and assess interaction of the station with the public as well as provide feedback on programming, "bugs" in new apps, among other things. All CAB was encouraged to participate in this. CAB members requested that a button ID badge be developed so that when members attend public events, they can easily be identified.
- 4 Public comments included a request that WNYC do more to cover the homeless issues and affordable housing concerns in NYC. Alex Murry reported on "Talk Box," a new tool with a microphone/recording system so that the community can express views about homelessness. A complaint about the inability to print WQXR programming from daily briefs was noted again.

Next meeting: March 17 in the Green Space @ 6:30 PM with WQXR Q2's Alex Ambrose

		Responsible	Due Date
1	Follow up re: eligibility of student volunteers for Instrument Drive	Drohan and Bascombe	March 17
2	Consider/plan for CAB group activity to support Drive	L Eldar & CAB	March 17
3	Coordination of meeting with CAB website committee and WNYC website team re navigation issues related to CAB	Chervin, Clarke, Eldar, Murry	March 17
4	Explore ID item (button/T-shirt) for better CAB visibility w/public	Eldar, Murry	April 7

Full audio minutes for January 7, 2016 at <http://www.wnyc.org/outreach/cab/minutes/January2016/>