

August 21, 2024  
Kapaa Neighborhood Center

**Attendance:**

Hari Khalsa/Stephen Lee, President, Chair  
Mark Kruhmin, Vice President  
Amiel Bituin, Treasurer  
Tiana Brown, Secretary, Scribe  
Derek Green  
Doug Wolkon  
Steve Thatcher

**Guests:**

David Lister  
Steve Dukich  
Larry Graff  
Keahi Kuroiwa  
Anni Caporusio, General Manager

**Call to Order:** 6:03p

**Motion** to approve minutes from last meeting, dated July 18, 2024. Brought by Mark Kruhmin, seconded by Steve Thatcher. All in favor.

**Motion** for Board to authorize General Manager to unplug the Oahu frequency. Brought by Steve Thatcher, seconded by Mark Kruhmin. All in favor.

**Motion** to replace all existing signatures from the Gather bank accounts and the Bank of Hawaii bank accounts and establish Amiel Bituin and Derek Green as signers. Brought by Mark Kruhmin, seconded by Derek Green.

**Adjourned** to executive session: 6:52p

The Board has approved the applications of Steve Dukich and David Lister for membership to the Board of Directors.

**August 30th Office Staff Meeting:**

Attendees: Tiana, Anni, Aisha, and Lex

I'd like to provide you with a brief overview of what was discussed during this meeting:

1. **Current Marketing Strategies:** We reviewed the marketing strategies that are currently being utilized.
2. **Monthly Budget for Targeted Marketing:** We discussed the importance of setting aside a monthly budget for targeted marketing, looking ahead to the coming months and year.
3. **Fundraising Events:** Ideas were shared on engaging the public through fundraising events, such as providing low-cost meals for KKCR members and possibly organizing more formal Galas to support KKCR and its community.
4. **Donor Add-Ons:** We explored the possibility of offering Facebook/Instagram advertising as an add-on for donors, including a setup fee and a monthly fee for ongoing campaigns. We'll need to test this with KKCR's first campaign to gauge the workload.
5. **Community Involvement:** We emphasized the importance of KKCR's presence at community events to reinforce our role as a pillar of hope and peace in the community.
6. **Learning from Other Stations:** The idea was raised to research and adopt strategies from other community radio stations to enhance our own growth and outreach.
7. **News Dissemination:** We discussed how KKCR could become a trusted source of news for the community by regularly updating our blog with newsletters from positive and reliable sources.
8. **Regaining Facebook Access:** Lastly, we're working on regaining full access to the KKCR Facebook account to better utilize Meta tools, which will help streamline our social media management.

If there's anything I've missed, please let me know. If you have any additional ideas, feel free to share them, and I will include them in our agenda for the formal meeting. I'll be sending out a poll soon with potential dates and times for the meeting, and I look forward to your response.