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## EVENTS WORKGROUP MEETING NOTES

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### Date

- Tuesday, 3/20/2018

### Attendance

- Workgroup members
  - Elliot
  - Molly
  - Dawn
  - Sam
  - Ani
  - Jill
- Visitor/potential workgroup member
  - Wren

### 3/20/2018 Agenda

- Welcome & check-in & meeting guidelines
- Agenda review and additional items
- Events, outreach and co-sponsorships
- 50<sup>th</sup> anniversary celebration
  - Review task list
  - Report-backs
  - Next steps
- 3/30/2018 action items
- Opens and next meeting details
- Adjourn

## Events, outreach and co-sponsorship updates

- Updates

- Additional KBOO archival photos are now up on the website
  - <https://www.50yearsofkboo.fm/photo-archive/>



- KBOO stories and interviews are now up on the website
  - <https://www.50yearsofkboo.fm/archive/>
- KBOO 50<sup>th</sup> Anniversary merchandise is now available on the website
  - <https://www.cafepress.com/50yearsofkboo>
    - Popular items include (but are not limited to)
      - Dog apparel



- Boxer shorts



- Brainstorm request

- Share your ideas about how to improve KBOO's community engagement at events
  - The Events Workgroup will brainstorm during the April meeting to make decisions and action plans
    - Note that many of our events involve loud music and performances, silent methods of communication will be a must.

- April 2018
  - OREGON HEMP CONVENTION
    - Portland Expo Center
    - Saturday, 4/14
      - 10am – 7pm
    - Volunteer opportunities
      - Outreach table
  - SPRING MEMBERSHIP DRIVE
    - KBOO Phone Bank
      - 20 SE 8<sup>th</sup> Avenue
    - 4/19 through 4/21
      - Drive will stop at 5pm on 4/21/2018
      - Live broadcast from The Inner-City Blues Festival will begin at 5pm
  - 7<sup>th</sup> ANNUAL INNER-CITY BLUES FESTIVAL – live remote
    - Eagles North Portland Foe 3426
      - 9611 N Exeter
    - 4/21 through 5/3
- May 2018
  - MAJOR DONOR EVENT
    - Oregon Historical Society
    - Saturday, 5/6
    - Entertainment by Music from the True Vine
  - KBOO BENEFIT at THE KNOW– live remote
    - The Know – 3728 NE Sandy Boulevard
    - TBD – Sunday in May
      - 10pm until 12midnight
- June 2018
  - OREGON HISTORICAL SOCIETY
    - OHS Plaza
      - 1200 SW Park
    - All-day, Sunday, 6/3
    - Activities to include
      - Live broadcast
      - Cake potluck
  - 26<sup>th</sup> ANNUAL GOOD IN THE HOOD FESTIVAL – live remote (Saturday)
    - Lillis Albina Park
      - 301 – 499 N Page Street

- 6/22 through 6/24
- July 2018
  - 31<sup>st</sup> ANNUAL WATERFRONT BLUES FESTIVAL – live remote
    - SW Waterfront
    - 7/4 through 7/8
  - 38<sup>th</sup> ANNUAL CATHEDRAL PARK JAZZ FESTIVAL
    - Cathedral Park
    - 7/20 through 7/22
  - PDX Pop Now
    - SE Portland
      - Under the Morrison Bridge?
    - 7/21 – 7/22
  - KBOO 50<sup>th</sup> ANNIVERSARY EXHIBIT CLOSING
    - Oregon Historical Society
      - 1200 SW Park
    - Sunday, 7/29
- August 2018
  - **50<sup>th</sup> ANNIVERSARY BLOCK PARTY – live remote**
    - **SE 8<sup>th</sup> Avenue – between Ankeny and Ash**
    - **Saturday, 8/11**
      - **10am or 12pm until 10pm**
- September 2018
  - FALL MEMBERSHIP DRIVE
    - 9/6 through 9/22
- October 2018
  - GRASSROOTS RADIO CONFERENCE
    - Location TBD – Portland
    - 10/4 through 10/7
    - Ask
      - Volunteers are needed to coordinate all aspects of this event
        - Contact ani ASAP if you can/will assist

## 50<sup>th</sup> anniversary Oregon Historical Society events

- KBOO stories are now up on the website and are featured in KBOO's social media outreach
- See calendar of events above for additional details

## 50<sup>th</sup> anniversary block party celebration

- Event details
  - Open to the public
    - Saturday, 8/11 from 10am to 10pm
  - LOCATION & TRAFFIC PLANNING
    - Live broadcast 90.7fm
    - SE 8<sup>th</sup> Avenue between Ankeny and Ash
      - Same location as the 40<sup>th</sup> anniversary celebration
      - City Repair
        - The deadline for 2018 applications has passed to work with City Repair to paint the intersection in honor of KBOO's 50<sup>th</sup> anniversary
          - Intersection of SE 8<sup>th</sup> Avenue and Ankeny
          - The deadline for 2018 applications has passed
  - NEIGHBOR NOTIFICATION
    - Kipp has notified the neighboring businesses and has collected the appropriate signatures for the event permit application
    - Molly has notified the Buckman Neighborhood Association and we have their approval to proceed with planning
      - Jill contacted the BNA to offer an opportunity for outreach during the event
    - Ani / Sun (?) to contact Frank at the Doug Fir regarding after-party opportunities
      - Is the venue booked the night of Saturday, 8/11?
        - Not as of 3/20, we checked during the March meeting
  - BUDGET
    - Solicit sponsors
      - Sponsorship levels
        - \$5,000 level – Grassroots Media Hero Sponsor
          - Name on poster
          - Listed on website
          - Listed in program
          - Thanked from the stage
          - 2 signed books – *Days of Destruction, Days of Revolt*
          - Thanked on-air, 90.7fm at least 5 times
        - \$3,000 level – Bringing Truth to Light Sponsor
          - Name on poster
          - Listed on website
          - 1 signed book – *Days of Destruction, Days of Revolt*
          - Thanked on-air, 90.7fm at least 3 times
        - \$1,000 level
          - Listed on website
          - 1 signed book – *Days of Destruction, Days of Revolt*

- Details
  - Create supporting information document(s)
    - Write byline – Jill & Molly
      - What to people need to know about the event
        - 2 sentences or less
    - Format outline
      - Jill has template
        - Schedule of block party activities
    - Supporting information
      - Check SE Uplift grant application
        - Budget
        - Narrative
  - Questions
    - Is there an update on the SE Uplift grant application?
      - Grant application was for \$5,000
- TIMELINE
  - Milestones
    - February
      - Traffic plan
        - Submit to Portland Bureau of Transportation
    - February – March
      - Location options
        - Discuss with neighbors
      - Draft of event entertainment line-up
    - March
      - Neighborhood notification and sign-off
    - April – May
      - Event lineup
        - Book/contract performers
      - Permit
        - Submit PBOT application
      - Promotions and outreach
        - Design Block Party specific design
          - Volunteer T shirts
          - Banner
          - Posters
          - Social media
          - Give-aways
          - Etc.
    - May
      - Security
        - Contract security company OR
        - Volunteer security
      - Food/beverage
        - Contract vendors

- Rentals
    - Stage
    - Tents
    - Tables
    - Chairs
    - Beer garden supplies
    - Trash and recycling receptacles
    - Etc.
- June
  - Volunteer tasks and expectations development
- July
  - Promotions
    - Advertise in local publications
    - Continue promoting on social media
    - Place flyers and posters
  - Event volunteers
    - Recruit volunteers
      - To assist in all support positions
- August Week 1
  - Final details
    - Confirm all aspects of event
  - Event volunteers
    - Hold volunteer trainings
- August Week 2
  - **KBOO birthday block Party**
- TASK LIST
  - Permits
    - *First step - complete*
      - *Submit traffic plan*
    - *Next step - complete*
      - *Complete neighbor notification – Molly & Kipp*
        - *Set up meetings with neighboring businesses*
        - *Set up visit to Neighborhood Association meetings*
        - *Complete signature forms*
    - Next step
      - Pursue OLCC permits
        - Dawn will assist with appropriate requirements
    - Next Step
      - Develop site/emergency plan
        - Map locations
          - Stage
          - Food vendors
          - Generator(s)
          - Beer garden
          - Honey Buckets
          - Etc.

- Next step
    - Submit security plan to PBOT
      - Kipp has a security company ready and waiting for a contract
        - Watch entrances/exits
        - Track attendance
        - Check IDs
        - Monitor beer garden
      - KBOO may decide to use volunteers to handle these tasks
  - Next step
    - Submit excessive noise permit
- Marketing Plan
    - On-air promotions
      - 90.7fm
    - Branding for the 50<sup>th</sup> anniversary is complete
      - Merchandise now available on kboo.fm
    - On-line promotions
      - Electronic press kit
        - KBOO newsletter
        - KBOO website
        - KBOO social media
    - Print
      - Posters
      - Flyers
      - Table tents
      - Invitation
        - Select mailing?
    - Cross promotion
      - Co-sponsorships
      - Underwriting
  - Schedule
    - Rental companies want 3-5 hours for setup and at least 3 hours to pack out
      - Will we need to amend the hours in the neighbor notifications?
      - Check times on permits to ensure accuracy
    - Shadow KBOO Saturday radio schedule
      - Adding in layers to more fully represent KBOO community

#### Preliminary lineup

TIME	GENRE	CONTACT
10:00am – 10:45am	Bluegrass	Music from the True Vine
10:45am – 11:15am	Announcements	Staff open event
11:15am – 12:00pm	Blues	Blues Junction
12:00pm – 12:30pm	Youth radio	Erin Yanke
12:30pm – 1:15pm	Jam band	Grateful Dead & Friends
1:15pm – 1:45pm	Labor radio	TBD



1:45pm – 2:30pm	Reggae	Shocks of Sheba
2:30pm – 3:00pm	Bread & Roses	TBD
3:00pm – 3:45pm	Jazz	The Motif
3:45pm – 4:15pm	Queer radio	Queerboo programs
4:15pm – 5:00pm	Rock	Drinking from Puddles and Life in Wartime
5:00pm – 5:30pm	DJ	The Movement
5:30pm – 6:15pm	Native	Rose City Native
6:15pm – 6:45pm	DJ	Astral Traveling
6:45pm – 7:30pm	Spanish	Edna Vasquez and Armando Puentes
7:30pm – 8:00pm	DJ	Kabhi Khushi Kabhie Kush and Anjali
8:00pm – 8:45pm	African	Africa Oye
8:45pm – 9:15pm	DJ	Sand Box
9:15pm – 10:00pm	Closer	Mic Crenshaw

- Rentals

- Production

- Stage
    - Sound platform
    - Shade tent(s)
    - Speakers
    - Monitors
    - Microphones
      - With stands
    - Generator
      - Power for stage/sound

- Hospitality

- Food vendors
      - Ani will check on vendors at The Mercado
      - Armando is checking on a food cart from Hillsboro
        - He has worked with them before
    - Tables
    - Chairs
    - Public shade tents
    - Refuse receptacles
    - Generator
    - Stanchions/way to rope off beer garden
    - Honey buckets and gray water tanks
      - 4 total (includes 1 ADA)



- Train volunteers
  - Eric and Jill will write “job descriptions” for each volunteer position assisting with the event
  - At least 1 week prior to the Block Party
    - Eric and Jill will hold training sessions with each volunteer
      - Discuss duties/tasks
      - Discuss expectations
      - Discuss support for volunteers
- Coordinate volunteers
  - Schedule
    - Eric and Jill will create a schedule for volunteer needs
      - We will plan to recruit more volunteers than we need
        - Not everyone who commits will attend
    - Eric and Jill will work out shifts and the preliminary number of volunteers needed
  - Oversight throughout the day
    - Eric and Jill plan to be at the event for the duration of the block party
    - 2 additional volunteer coordinators are necessary

#### **Other event ideas**

- Great idea from a KBOO volunteer – Rockabilly Chili
  - Late morning/afternoon fundraising event – in the Fall or Winter
    - Chili cook-off contest by local restaurants
    - Patrons receive a muffin tin-of sorts to hold various samples of chili
  - Suggestion that Kennedy School might be a great location for this type of event

#### **Opens & next meeting details**

- Opens
  - Field trip to the Oregon Historical Society to see 50 YEARS OF KBOO FM exhibit
- Next meeting
  - Date
    - Tuesday, 4/17
  - Time
    - 6:00pm – 7:30pm
  - Location
    - KBOO – 20 SE 8<sup>th</sup> Avenue
      - Studio 1