

Minutes

NCEC/KDNA Community Advisory Board

January 25, 2021 4:00 pm

Granger, WA

KAB members Present: Ricardo García, Santiago Ramos, Lorenzo Cuevas, Rogelio Montes, José Carmona, Luz M. Fajardo

KAB members Absent: Arturo Garza and Lilia Villarreal

Community Members present: Maria Cuevas

NCEC/KDNA staff present: Gilbert Alaniz, Francisco Rios, Elizabeth Torres and Martin Yanez

I. Welcome / Introductions

Open meeting with a welcome from Ricardo Garcia. Ricardo asked for a moment of silence Guadalupe Sanchez and Jose Cuevas, who have passed away.

II. Quorum was established the meeting can begin.

Ricardo introduces two new people who were interested in participating on KDNA CAB Jose Carmona y Luz Fajardo. The CAB needs to have from 7 to 9 members. Who will like to make a motion to accept the new members.

Motion: Lorenzo Cuevas move to accept the two new members (Jose Carmona and Luz Fajardo) as part to the KDNA KAB. Rogelio Montes move to accept the motion. All members accept. Motion Approved on 01/25/2021

The CAB went over the mission of the CAB that it is to Advise and Review radio KDNA programming. It is not a CAB that focus on Management or Financial review

III. NCEC Report:

Gilbert: Juan Ozuna retired back on September 2020. We have appointed Francisco Rios the person in charge. As we moving forward we spend lots of time and money to fix the Antenna.

The antenna it is at the Ahtanum Ridge it takes 18 to drive up and 19 to drive down. The engineer with Francisco R. fixed from the electrical box to install a generator.

We are working with the state to get an extension on the Opioids grant for two more years for \$800,000 who Rebecca will be coordinating. And another \$1,000,000

In December we give out 925 gifts for kids on a drive through event.
Through the Dept. of Commerce we got funding for Emergency funds to help the community.
Through DH-DOH we got some money to developed a campaign on COVID-19 partnering with the Growers League-Mike Gempler

The Building needed some repairs on the roof, which we did.
Since the pandemic started we have had 4 staff members developed COVID-19. We started to have bi-weekly staff meetings since January.

We are continued to seek for grants like the Talent Search a new grant that we are going to apply for.

CAB comments:

It important if you heard a mistake we need to let them know.
Thank you for all the work you are doing, it is a lot of work.
Thank you for installing the generator.

We are going to be able to apply for a grant to offered citizen. Next week we are going to have a meeting with the commissioners have sig classes have a meeting.

We will be having a clinic vaccine day here.

Francisco Report:

Since the pandemic started we started providing information to the community on COVID-19
What it is, symptoms, how to prevent it, and now the importance of the vaccine?
Radio Cadena continues to be the leader in providing information to the community and meeting with community partners and leaders such the county commissioners, Yakima Health district, etc.

The primary goal is to make sure we are fulfilling Radio KDNA mission by having production meetings, volunteers meetings and we will be having volunteer's trainings.

Radio KDNA sounds different during the week from the weekend and we like to have a new sound the same seven days a week. Also we like for the programming reflects the mission of Radio KDNA.

In the last two months we work on the transmitter readings, emergency system, and the energy system and cleaning outside to make sure the weeds are all gone at least 2 feet from the antenna building.

We started a Microsoft Journalism initiative in partnership with Yakima Herald-republic, El sol de Yakima and Radio KDNA, collaborating with Joaquin Alvarado from Seattle Times.

The goal is to reach new audiences and demonstrate the value of local news and information as a driving force as people make decisions for the betterment of their communities. This requires an innovative strategy we are collaborating with the Yakima Herald-Republic and El Sol de Yakima to elaborate stories and share the in different platforms such as Radio in a way of storytelling, print and podcast. The primary focus on Access to Health Care, The Vanished, The Destructive presence of Gangs and children in the Yakima Valley and Economic Disparity

We are going to have the membership drive in May 2021. It is one of the requirements to have a fundraising and have the community support as members

New CAB member share about them

Jose Carmona, University of WA graduate, works for L&I as an investigator in the claims division. Here to help in what he can. He will follow up with Francisco to have a talk.

Luz Fajardo, Nuestra casa as English teacher and at Fashion Corner.

Comments from CAB members

Listen to Radio KDNA, it help us to doing things better

IV. Old/New Business

a) Community Participation

b) _____

V. Adjournment:

Meeting adjourn at 5:15 pm

Next Meetings:

April 26, 2021 4:00 PM NCEC/Radio KDNA Building

July 26, 2021 4:00 PM NCEC/Radio KDNA Building

October 25, 2021 4:00 PM NCEC/Radio KDNA Building