



# Mesa Consejera de la Comunidad

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KDNA COMMUNITY ADVISORY BOARD  
April 26, 2021 4:00 pm  
NCEC/KDNA Community Service Center  
Granger, Washington

## Minutes

**Present:** Ricardo G, Art G, Santiago R, Lorenzo C, Lilia V, Luz F, Jose C.

**Absent:** Rogelio M,

**Staff present:** Gilbert A., Elizabeth T.

**Community:** Usiel, Monica, Maria, Hector F.

Meeting started at: 4:03pm:

Greeting from Ricardo Garcia

4:05pm

- Review of January 25th meetings
- Approve the minutes and reviewed;

**MOTION:** Santiago R. made motioned to approve the minutes from January 25<sup>th</sup> as is.  
Motion seconded by Lilia V. and Art G. Motion passed unanimously.

Gilbert:

\$2.2 million dollars to help those in the community pay rent (Yakima Chamber of Commerce), Rebecca and Ms. Barrios will help with that. We have the money until Dec 31st 2021 for the contract. By the end of the year I hope to have 4-5 million in grants. Starting May 1st.

We are going to announce it through the radio, \$150,000 for radio announcements and use Yakima Herald.

\$800,000 for opido 2 more years. Starting July 1st.

\$1 million for Corona-19 outreach

Pending grants,

- \$2.2 million - Talent Search Grant
- 2 other grants for community, protecting families

COVID-19: 500ppl, 466ppl, 80ppl, three different events where COVID shots are given to people.

Many changes since Juan retired; we have training for current staff, and for our new volunteer staff.

KDNA has not leased out KDNA spaces, looking for other avenues to bring in money.

We will be hiring 8-9 new staff for kdna with the grants coming in. Looking to expand our service in the community

Looking to add an antenna in pasco, we are working with an engineer to see what that would look like

We are also building our website to have a better appearance in Spanish and English.

\$250,000 from CBA, renewed in contract work, we want to have a reserve so that we don't have to lay off people.

Two new staff will be doing outreach: COVID10, OPIOIDS, and rent assistance.

- Combination of in-person, and over the phone calls

Arturo is raising questions, about keeping new employees safe in regards to covid-19.

Gilbert adds that KDNA is taking all necessary precautions needed.

For rent assistance, behind in rent, covid-19 related issues, other eligibility requirements.

Lorenzo Wanted to thank everyone in the CAB, especially Gilbert and Elizabeth for all the hard work, and to make sure they take care of themselves and don't burn out.

Gilbert - Yakima County Commissioners was impressed with KDNA.

Ricardo appreciated the report that Gilberto gave.

Ricardo recently heard of an opportunity to help with obtaining citizenship, it is a national program. Carlos Slim is helping with these efforts. These efforts will start in September. Seamar is taking the lead on this project.

Gilberto - KDNA is waiting for the new moving parts, Francisco is in charge of this program.

Elizabeth is going to give update for Francisco:

- Antenna is working great and in great condition
- Working on the program for the radio
- Last month we gave training for new volunteer for radio
- A second training for new volunteer (18 ppl showed up)
- Doing follow-ups with current volunteers to see what ways radio can improve
- New KDNA Membership will happen May3-7
- Signup sheet for CAB members to volunteer to sign up for registration.

Hector Franco

- Community is not participating, look around; I think this is a problem.
- The CAB needs to represent the community.
- The information on the website is incomplete.



- There is no information on what the mission of the CAB is, without a mission the group does not work well.
- A public radio in Colorado as an example of how a CAB should be run, the CAB can improve the radio, and protect those who work in the radio.
- I want to inform you that I expect more from the CAB, and also more from the radio.
- I would like to be part of the CAB, and more opportunity for those in the community.
- Announce it to the community. In January 2019, a survey was sent out and only 19 responded.

Ricardo Garcia

- Thanks Hector for his comments, Ricardo is addressing the concerns. Public records for all the information and services that KDNA has and continues to provide.
- Most recent the OPIOID program
- All programs are reviewed and evaluations are given for those programs.
- The community is very involved in giving back feedback from

Live Radio is from 6am to 9pm, a number of different programs and services for the community, after 40 years we continue to give to the community. We are a community radio station, not a public radio. We give back to the community, all the services we provide are for the community.

Community has an opportunity to provide feedback, and they know of KDNA, if we fail them, they will grab our attention.

(Lorenzo /Mife) - I have not heard of someone from the community where KDNA has not helped them in some way shape or form. KDNA has an open door policy. It's not fair to compare Colorado to KDNA, they are different radio stations.

Hector would like for us to work on the mission statement.

Gilbert suggests that we will update the CAB mission, and take a look at how we get members in.

Elizabeth - We are doing updates to the website, CAB has bylaws, we will look them over, they are written. For the next meeting we will provide those to the community. We will add that to the next meeting.

Gilberto - they will bring a photo to put up his picture for those member that are no longer with us, we need to pick that up.

Wrap-up


- Ricardo, we will take all feedback from our community, we are opened, and everyone's invited, we welcome all feedback.
- Martin - we get really good feedback from the radio listeners and we also get back feedback we are finding ways to improve.

Elizabeth - It is important to listen radio KDNA and let us know how to improve the radio.

Meeting ends at 5:26pm

Minutes recorded by Elizabeth Torres.

Reviewed and approved by:

Art Garza:  DATE: 7/26/21  
KDNA CAB Secretary

Ricardo R. García:  DATE: 7/26/21  
KDNA CAB Chairperson