



Inland Futures Foundation Board Meeting  
June 4, 2024, at 1:00 PM

**Members Present:**

Connie Leyva, KVCR Executive Director

Jose F. Torres, SBCCD Executive Vice Chancellor

Deanna Krehbiel, SBCCD Executive Director, Corporate Training and Technology

**Members Absent:**

Diana Rodriguez, SBCCD Chancellor

Jason Lee, CEO Fenix Space

Nohemy Ornelas, SBCCD Vice Chancellor of Educational and Student Support Services

Kyle Webb, CFO Webb Family Enterprises

Ray Anderson

**Staff and Guests Present:**

Valerie Arce, KVCR Administrative Coordinator

**1. Call to Order and Self-Introductions**

The Inland Futures Foundation (IFF) Board meeting was called to order at 1:00 pm.

**2. Approval of Minutes**

Due to lack of quorum, the meeting minutes were not approved at this time.

**3. KVCR Update**

Connie Leyva, KVCR Executive Director, provided the KVCR Public Media update. Approximately, 150 kids attended KVCR's Kids Camp which was held on April 13, 2024. The Inland Reps Event was held on April 24, 2024. Alejandro Martinez of the Office of Senator Richard Roth organized the event and did a wonderful job. The event included lunch and networking opportunities.

Connie Leyva and Manny Saucedo attended Lobby Day in Sacramento on May 1, 2024. Mrs. Leyva added that it has been over a year since she started employment with SBCCD, and she can now lobby. All guests, except for two, have been booked for Inland Edition Season II. Season II focuses on local non-profit



organizations doing good work in the Inland Empire. KVCR's Multicultural: An Evening of Art event was held on May 23, 2024. Local artists brought their artwork and over \$5,000 was raised. KVCR's first annual Young Women's Leadership Conference was held on May 31, 2024. All events were quite successful.

KVCR visited the Veterans Resource Center on the SBVC campus. After viewing their extremely limited food pantry, KVCR stepped up and donated approximately \$900 worth of food to stock their pantry.

Elizabeth Kelly was hired as KVCR's Production Manager. Daniel Adame was hired as the Producer/Director. This goes before the board in June 2024. Their first official start dates in those positions will be June 17, 2024.

Barbara Nichols and Lillian Vasquez will be retiring. Barbara Nichols' last day will be June 14, 2024, and Lillian Vasquez's last day will be June 28, 2024. The department is working to fill both the Project Analyst and Marketing Manager positions.

It is also still trying to fill the Radio News Reporter position.

The department is working with Frank Blanquet to establish an FNX Advisory Board.

Creative Corps Inland SoCal and KVCR will hold "The Warehouse Empire" panel discussion on June 28, 2024, at the Civil Rights Institute in downtown Riverside.

Teen Weeks of Film will host a screening on June 27, 2024. This will be a ceremony for the students who receive a \$1,000 check for their participation.

The Leadership Endowment Series will hold an event at KVCR on June 20, 2024. The featured speaker will be Jason Cordova of the James Irvine Foundation.

KVCR is working to start Black Voices again.

## **5. Development Update**

Manny Saucedo provided the Development Update. A handout, outlining how KVCR receives funding, was distributed to all. Funding is generated through grants, cars, underwriting, membership/pledge, production services, digital services, broadcast towers (cell site), estate planning and trusts, events, and others.

Jose F. Torres, Executive Vice Chancellor, noted that endowment should be added to handout.

Manny Saucedo added that "other" includes activities such as the recent art event and providing KVCR gear for a donation. KVCR is waiting to hear back on several grants that were submitted, including one from the National Endowment of Humanities. Kate Salvensen has been KVCR's grant writer for several years. However, she has become very busy with her primary job elsewhere and, as a result, we will not be renewing her contract. KVCR will now be working closely with Jake Whitaker, SBCCD Grant Consultant.

A Cars flyer was distributed to all. The company has a new program which allows individuals to donate other items besides cars, including homes and land.



KVCR is gaining new underwriting partners and organizations are getting excited about partnering with the station.

Rather than hiring a staff member, KVCR will be outsourcing to Underwriting Wave. The contract is being finalized, and the hope is to start with them in June or July.

The new IEHP Health Series will be a great opportunity to showcase what KVCR's Production Department can do.

The City of Jurupa Valley would like us to do their State of the City. KVCR aims to do an excellent job with this, as all cities host a State of the City. This could be an opportunity to gain more work.

While the numbers for other stations are going down, KVCR's membership numbers have increased.

The station has been doing a lot of work with the IMA on campus. IMA will be providing interns to KVCR. The tasks for these interns were outlined at KVCR's last production meeting.

Connie Leyva, Manny Saucedo, Lucas Cuny, and Nick Van Luven met and discussed how to make students feel more welcome at KVCR. Some ideas included adding computers, a coffee cart, and extra seating to KVCR's lobby area. Last month, KVCR touched the lives of approximately 750 students. The goal is to make the students feel welcome here.

Jose Torres shared the KVCR team is doing amazing work and is really giving back to the community, more than he has ever seen before in his eleven years with the district. He suggested that a mobile studio might be a good idea in the future. This would also help with marketing and exposure in the community.

Reporter Madison Aument won two awards recently for her reporting. She is doing a wonderful job!

KVCR has been nominated for five Emmy Awards: Learn with Me, Expressions of Art:" The Cheech", Native Hope Champions: Riding for the Missing, and Celebrating 100 Years of Music Under the Stars at the Redlands Bowl (two categories).

## **7. Open Discussion**

None.

## **8. Adjourn**

With no further topics to discuss, the meeting concluded at 1:36 pm.