



**KUOW Puget Sound Public Radio  
DEVELOPMENT Committee Meeting  
Wednesday, January 20, 2021  
3:30 – 5:00 pm**

**MEETING REGISTRATION LINK**

Register in advance for this meeting. After registering, you will receive a confirmation email containing information about joining the meeting.

<https://washington.zoom.us/meeting/register/tJYrfuypqz8sHdAvF1rxrvm0vWltlP7hvcjK>

**NORTH STAR:** A fertile and vibrant ecosystem exists for community and democracy to thrive.

**INTENDED IMPACT:** A platform exists enabling all in the Puget Sound Region to understand and navigate what is happening in the world around them leading to their greater agency and empowerment.

**MISSION:** Create and serve an informed public.

**VISION:** Broaden conversations. Deepen understanding.

**MEETING OBJECTIVES**

- 1) Connect as a Committee, better understand our work plan, and begin developing our own mission.
- 2) Better understand and identify ways in which the Committee can support KUOW development efforts.

**QUESTIONS FOR COMMITTEE MEMBERS**

*Please consider the questions below in advance of the next Committee meeting.*

- 1) How have you supported the development efforts of other organizations you've been involved with?
- 2) How can we best support KUOW's development efforts?
- 3) What do you understand the mission of this Committee to be?

**AGENDA**

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> <li>1. <b>Welcome and Call to Order</b></li> <li>2. <b>Invitation to Disclose Possible Conflicts of Interests</b></li> <li>3. <b>Approval of Committee Minutes</b></li> <li>4. <b>Acknowledgement of / Grounding in North Star</b></li> <li>5. <b>Overview of Meeting</b></li> </ol>	Exhibit 1	Filiz Efe McKinney
3:35-3:50 pm <i>15 min</i>	<ol style="list-style-type: none"> <li>6. <b>Introductions</b></li> </ol>		All
3:50-4:00 pm <i>10 min</i>	<ol style="list-style-type: none"> <li>7. <b>Overview of Work Plan and Scheduled Meetings</b></li> </ol>	Exhibit 2	Filiz Efe McKinney
4:00-4:40 pm <i>40 min</i>	<ol style="list-style-type: none"> <li>8. <b>Development Snapshots (Past-Present-Future) for Business Support, Membership and Major Gifts</b> <ul style="list-style-type: none"> <li>➤ Quick background of each team and their efforts, their objectives, intended impact.</li> </ul> </li> </ol>	Exhibit 3	Bridget Anderson, Courtney Miller, Matt Albertson, Stewart Meyer, & Rashad Brown

*An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.*



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- Brainstorm of how the Committee can support these efforts
- Brainstorm how KUOW can secure more event sponsorships

4:40-4:45 pm <i>5 min</i>	9. <b>Developing a Committee Mission Statement</b>	Exhibit 4	Filiz Efe McKinney
4:45-4:50 pm <i>5 min</i>	10. <b>Committee Business</b> <ul style="list-style-type: none"> <li>➤ UW Foundation Updates (if any)</li> <li>➤ FY21 Q2 Business Support Highlights</li> <li>➤ FY21 Q2 Membership Highlights</li> <li>➤ FY21 Q2 Major Gifts Highlights</li> </ul>	Exhibit 5	Filiz Efe McKinney Vivian Phillips Courtney Miller Rashad Brown Matt Albertson
4:50-4:55 pm <i>5 min</i>	➤ <b>Other Business</b>		Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	11. <b>Topics for Full Board Meeting Agenda</b> <ul style="list-style-type: none"> <li>➤ Thursday, February 25, 4:30 pm</li> </ul>		Filiz Efe McKinney
5:00 pm	➤ <b>Adjourn</b>		Filiz Efe McKinney

**Next Committee Meeting**      March 17, 2021

**Supporting Documents**

- Exhibit 1 – DEV Committee Meeting Minutes (October 21, 2020)
- Exhibit 2 -- Development Committee Work Plan
- Exhibit 3 -- Business Support, Membership and Major Gift slides
- Exhibit 4 – Development Committee Mission Statement from the orientation package
- Exhibit 5 – Committee Business slides

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**PUGET SOUND PUBLIC RADIO  
DEVELOPMENT COMMITTEE MEETING**

**JANUARY 20, 2021**

**3:30 – 5:00 PM**

**APPROVED MINUTES**

Upon notice duly given, a meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held virtually on January 20<sup>th</sup>, 2021 at 3:30 pm via Zoom Conference.

**PRESENT:** Filiz Efe McKinney (Chair), Virginia Anderson (Vice Chair), Vivian Phillips, Connie Kravas, Caryn Mathes (GM/Pres), Heidi de Laubenfels and Caitlin Duffy

**ABSENT:** None

**ALSO ATTENDING (STAFF):** Matt Albertson, Bridget Anderson, Hollie Seiler, Stewart Meyer, Rashad Brown, Ryleigh Brimhall and Fieta Robinson (Board Liaison)

**I. Call to Order**

Ms. McKinney called the meeting to order at 3:34 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting.

**II. Approval of Committee Minutes**

Ms. McKinney called for the approval of the minutes of October 21, 2020, Development Committee Meeting. A motion was duly made by Ms. Phillip and seconded by Mr. Kravas. With no objections, the minutes were approved as presented.

**III. Committee Introductions & Overview of Work Plan**

Ms. Mathes gave overview of the current North Star Strategic Framework. Ms. McKinney lead the committee in introduction, and, reviewing the Committee 2021 Work Plan and Committee Charter.

**IV. Development Snapshots**

*Business Support Snapshots*

Mr. Meyer presented the Development Snapshots. Overall Development has been great with Membership at 114% to goal and Major Gifts was 159% to goal. Mr. Meyer went into discussion about with the acceleration listening trends toward digital streaming; Membership shifting away from focusing On Air Fund Drives to a Cross Platform Quarterly Campaigns. There was also a focus with Major Gift for seeking ever more transformative philanthropic gifts. Mr. Meyer presented some of the ways the Committee can support the KUOW Staff with these goals.

*Discussion of Committee Support and Event Sponsorship*

Ms. Anderson presented her work with Event Sponsorship and how event had transformed into Virtual Events. Ms. McKinney lead a discussion around how the Committee could support in this philanthropic sponsorship.



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**V. Committee Business**

*UW Foundation Updates*

Ms. Phillips provided insight for what is anticipated in the first UW Foundation meeting in February.

*FY21 Q2 Membership Highlights*

Mr. Brown presented Membership Report. Membership FY21 Q2 Actuals, at \$6,344,300, surpassed the FY21 Q2 Goal of \$5,838,000.

*FY21 Q2 Major Gift Highlights*

Mr. Albertson presented Major Gifts Report. Major Gifts FY21 Q2 Actuals, at \$1,149,788, surpassed the FY21 Q2 Goal of \$723,702.

**VI. Topics for Full Board Meeting Agenda**

Ms. McKinney confirmed topics for the next Full Board Meeting would be discussion of Transformational Giving, UW Foundation Updates, Event Sponsorship, and Business Support Updates.

**VII. Adjournment**

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 5:01 PM.

Respectfully submitted,  
Filiz Efe McKinney, Development Committee Chair  
Fieta Robinson, Board Liaison