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

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Presenter/Exhibit</th>
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<tbody>
<tr>
<td>3:30-3:35 pm</td>
<td>Welcome and Call to Order</td>
<td>Filiz Efe McKinney</td>
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<tr>
<td>5 min</td>
<td>Invitation to Disclose Possible Conflicts of Interests</td>
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<tr>
<td>3:35-3:40 pm</td>
<td>Approval of Committee Minutes</td>
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<td>3:40-3:45 pm</td>
<td>Acknowledgement of / Grounding in North Star</td>
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<tr>
<td>3:45-3:50 pm</td>
<td>Overview of Meeting</td>
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<tr>
<td>3:35-3:50 pm</td>
<td>Introductions</td>
<td>All</td>
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<tr>
<td>3:50-4:00 pm</td>
<td>Overview of Work Plan and Scheduled Meetings</td>
<td>Exhibit 2</td>
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<tr>
<td>4:00-4:40 pm</td>
<td>Development Snapshots (Past-Present-Future) for Business Support, Membership and Major Gifts</td>
<td>Exhibit 3</td>
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<tr>
<td>40 min</td>
<td>Quick background of each team and their efforts, their objectives, intended impact.</td>
<td>Bridget Anderson,</td>
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<td>Courtney Miller,</td>
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<td>Matt Albertson,</td>
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<td>Stewart Meyer,</td>
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<td>Rashad Brown</td>
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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 of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.
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/tJYrfuypqz8sHdAvF1rxrvm0vWltIP7hvjcK

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

4:40-4:45 pm 9. Developing a Committee Mission Statement  Exhibit 4  Filiz Efe McKinney

4:45-4:50 pm 10. Committee Business  Exhibit 5  Filiz Efe McKinney
- UW Foundation Updates (if any)
- FY21 Q2 Business Support Highlights
- FY21 Q2 Membership Highlights
- FY21 Q2 Major Gifts Highlights

Courtenay Miller
Rashad Brown
Matt Albertson

4:50-4:55 pm 11. Other Business  Filiz Efe McKinney

4:55-5:00 pm 11. Topics for Full Board Meeting Agenda  Filiz Efe McKinney
- Thursday, February 25, 4:30 pm

5:00 pm  Adjourn  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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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 20th, 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.
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