



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, March 17, 2021
3:30 – 5:00 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJkdeigqzpkGtRB7sdAvpZRRzF87h-VZcB>

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) Learn about the upcoming spring campaigns and discuss the role of the Development Committee / Board’s involvement
- 2) Provide feedback on KUOW’s emerging top initiatives / cases for support and determine next steps for the Development Committee members

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) How do we best maximize meaningful Board engagement with KUOW’s membership campaigns?
- 2) Reading the cases for support: What works for you? What doesn’t? What surprised you? What’s missing? Would you be comfortable sharing and discussing these with friends/acquaintances?

AGENDA

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of Committee Minutes 4. Overview of Meeting 	Exhibit 1	Filiz Efe McKinney
3:35-4:05 pm <i>30min</i>	<ol style="list-style-type: none"> 5. Spring Campaign / Give Big and Amplifier Toolkit <ol style="list-style-type: none"> a. Input on messaging for spring. What’s your thinking on KUOW’s role in the community at this moment in time? b. Suggestions for the amplifier toolkit c. How do we maximize participation? d. How many times per year should we be asking board members to do this? e. How should we measure Board participation and report back? 	Exhibit 2	Rashad / Matt

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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4:05-4:35 pm <i>30min</i>	6. Top KUOW Initiatives / Cases for Support a. Feedback / suggestions b. Development Committee Action Plan c. April meeting w/ Emeritus Board to hear their feedback	Exhibit 3	Matt
4:35-4:50 pm <i>15 min</i>	7. Committee Business ➤ UW Foundation Updates (if any) ➤ FY21 Q3 Business Support Highlights ➤ FY21 Q3 Membership Highlights ➤ FY21 Q3 Major Gifts Highlights	Exhibit 4	Filiz Efe McKinney Vivian Phillips Courtney Miller Rashad Brown Matt Albertson
4:50-4:55 pm <i>5 min</i>	8. Other Business		Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda ➤ Thursday, April 29, 4:30 pm		Filiz Efe McKinney
5:00 pm	10. Adjourn		Filiz Efe McKinney

Next Committee Meeting May 19,2021

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (January)
- Exhibit 2 – Spring Amplifier Toolkit and Campaigns Slide (draft)
- Exhibit 3 – KUOW Top Initiative (drafts 4 of 6)
- Exhibit 4 – Committee Business slides

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
MARCH 17, 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 March 17th, 2021 at 3:30 pm via Zoom Conference.

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

ABSENT: Vivian Phillips, Sharon Kioko and Caitlin Duffy

ALSO ATTENDING (STAFF): Matt Albertson, Stewart Meyer, Rashad Brown and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:33 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 January 20, 2021, Development Committee Meeting. A motion was duly made by Ms. Anderson and seconded by Mr. Kravas. With no objections, the minutes were approved as presented.

III. Spring Campaign / Give Big and Amplifier Toolkit

Mr. Brown presented Membership’s Spring Campaign. The campaign incorporated with the Quarterly Impact Report. There was focus of cohesive vision messaging throughout the year between the Quarterly Campaigns and between different phases of each campaign.

IV. Top KUOW Initiatives / Cases for Support

Mr. Albertson presented on top KUOW initiatives. These Initiatives allowed Major Gift Officers to further alignment and have a shared narrative of aspirational goals to transformative gifts.

V. Committee Business

UW Foundation Updates

There were no current updates from the UW Foundation currently.

FY21 Q3 Business Support Highlights

Mr. Meyer presented Business Support Report. Business Support FY21 Q3 Actuals, at \$2,476,766, short of the FY21 Q3 Goal of \$2,520,000.

FY21 Q3 Membership Highlights

Mr. Brown presented Membership Report. Membership FY21 Q3 Actuals, at \$7,215,133, surpassed the FY21 Q3 Goal of \$6,666,000.



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APPROVED MINUTES

FY21 Q3 Major Gift Highlights

Mr. Albertson presented Major Gifts Report. Major Gifts FY21 Q3 Actuals, at \$1,221,983, surpassed the FY21 Q3 Goal of \$816,428.

VI. Topics for Full Board Meeting Agenda

Ms. McKinney confirmed topics for the next Full Board Meeting would be an UW Foundation Transition Update, discussion of the amount of development opportunity announcements and current KUOW initiatives.

VII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 5:00 PM.

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