



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
MARCH 20, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held in the 2nd Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

PRESENT: Heidi de Laubenfels, Filiz Efe McKinney, David Roberts, Vivian Phillips, Caryn Mathes (GM/Pres)

ABSENT: Ian Warner, Paul Butler

ALSO ATTENDING (STAFF): Dana Faust, Andrew Storms, Matt Albertson, Melissa Laird, Sarah Freeman, Kjerstin Wood, Aimee White, Katie Seward, Justis Phillips, and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. de Laubenfels called the meeting to order at 4:05 PM. There were no COI’s.

II. Committee Business

Donor Experience Path Presentation by Director of Development

Ms. Andriesen gave a presentation to the Committee about the changes in the donor experience path over the last 20 years. Twenty years ago, the donor experience path looked very different than it does now, moving in a reasonably predictable fashion from discovering to listening, becoming a member, and hopefully eventually becoming a Broadcast Circle Member. Around 2009 it evolved a bit and became more comprehensive as more avenues for donors began popping up more. Today there are far more entryways into membership and acts more like a web than a linear progression. The life cycle of a donor is more like a spiral in which KUOW discovers and qualifies potential donors, to their cultivation, eventually a solicitation, and finally stewardship.

Emeritus Board Discussion

There are around 10 active Emeritus Members. One of the Committee’s goals is to engage more with the emeritus board. The committee discussed having an event between the current board and the emeritus board as part of a prior scheduled Board event. The committee is looking for a time in the summer.

Upcoming Fundraisers, Director Media Starter Kit

Ms. Wood gave an update on upcoming KUOW fundraisers, providing a couple of opportunities for the committee and Board at-large to participate during a fundraising day. Ms. Wood also reported that April 4 is UW Giving Day. KUOW will be featured on their website. May 8 is GiveBIG, and KUOW will be using it as an opportunity to make-up pledge drive deficits with some on-air pitches. Messaging around KUOW being a vital community resource will hopefully activate our donor/member base. June 6 – 12 is Summer Pledge Drive. The Facebook fundraiser is an excellent opportunity for Directors to take action and activate their networks.

Sound Voices Luncheon

Katie Seward provided information on the Board Host Committee Asking Committee members to host or co-host a table. The committee agreed that it was a good idea to incorporate people who aren't directors but are connected to KUOW as potential hosts/co-hosts.

III. **Approval of Committee Minutes**

Ms. de Laubenfels called for the approval of the minutes of January 16, 2019, Development Committee Meeting Minutes. With no objections or changes, a motion was duly made by Filiz McKinney and seconded by David Roberts. The Committee approved the minutes as presented.

IV. **Station Business**

Business Support Director Dana Faust shared that KUOW Business Support is at \$3,249,951 or 68% of the FY19 Goal of \$4.8 Million. Ms. Faust told the committee that On-Demand Content is the next frontier for business support and says that there is enough money to make up for what traditional Broadcast lacks. Ms. Andriesen reported that FY19 YTD is 64% towards its annual goal of \$10.9 million. Major gifts and grants are 48% towards their \$1.4 million goal, currently at \$676,789.

V. **Adjournment**

With no more business to address, Ms. de Laubenfels adjourned the Development Committee meeting at 5:33 PM.

Respectfully submitted,

On the behalf of Heidi de Laubenfels, Development Committee Chair

Fieta Robinson, Board Liaison

Justis Phillips, Deputy Board Liaison



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DRAFT MINUTES

March 20, 2019 – COMMITTEE MEETING ACTION ITEMS (in no particular order)

<u>Action #</u>	<u>Deliverables/Actions</u>
Action Item 1	Filiz to help Development on Summer Pledge Drive Messaging
Action Item 2	Dev committee to provide an overview of Salesforce functionality after full integration
Action Item 3	Dana to send the Director of Business Support JD to Dev Committee
Action Item 4	Find a date for a potential Emeritus reception