



## DRAFT KUOW, Reach & Resource Committee

### August 5 Meeting Minutes

KUOW – Virtual & In-Person | Aug 5, 2024 at 4:00 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

#### Attendance

**Members Present:** Laura Cañate, Claire O'Donnell, Kevin Schofield, Caryn Mathes,

**Members Absent:** Roshni Naidu, Wassef Haroun, Jamie Robinson, Lucrezia Paxson

**Staff Present:** Ryleigh Brimhall, Annette Promes, Kerry Swanson, Jayme McKinney, Zaki Hamid

**Members of the Public:** n/a

#### I) Welcome & Call to Order

- a) Ms. O'Donnell called the meeting to order at 3:35 PM.
- b) Invitation to Disclose Possible Conflicts of Interest
  - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- c) Approval of Reach & Resource Committee Meeting Minutes
  - i) The May 23rd Reach & Resource Committee Meeting Minutes were not approved due to lack of quorum.
- d) Overview of Meeting
  - i) Ms. O'Donnell provided a brief overview of the meeting.

#### II) Committee Business

- a) 2024 Engagement Plan
  - i) Ms. O'Donnell led a discussion about the 2024 engagement plan. The biggest lessons learned were starting the form earlier in the year, more effective tracking via Salesforce campaigns, and delays in getting to 100% of the board financially contributing.
    - (1) 2024 Engagement Form Update

The 2024 Engagement form had seven people who had not filled out the form, but the form was still a good template of questions for 2025.
- b) Ideas for 2025 Engagement Form
  - i) The Committee further discussed ideas for 2025 Board Engagement. Many of the ideas were centered around creating routines and rituals around engagement, such as having Board Buddy discuss with new members, using Board Meetings/Events time, and sending Quarterly reminders.

### **(1) 100% Board Giving Discussion**

In FY2024, it was difficult to achieve 100% Board Annual Giving. This participation was agreed to be crucial for KUOW grants and aligning with Board Duties. Many ideas were presented to ease barriers to achieving 100% participation, including additional reminders via email and meetings, setting up auto-donation, and using QR codes and Hyperlinking to donate. There was also discussion on easing tracking those who donate via episodes or employee matching.

### **III) Ideas for 2025 Workplan**

- a) The Committee discussed what they wanted to see in their Draft 2025 work plan. They agreed to include Quarterly Board Engagement Reports, Updates on KUOW KPIs, and Leadership/Staff Deep Dive Topics. The idea with the Deep Dive topics is to have informative presentations and collaborative discussions, especially regarding community connections and major donors.

### **IV) Station Business Report**

- a) With station business, Mr. Swanson mentioned there was not enough data to update but highlighted the different FY24 KPIs. Ms. O'Donnell had the committee async read over the Draft 2024 Development Playbook and updates from the staff departments. The committee highlighted on the recent \$500K donation and the increased amount of podcasts in production from last year.

### **V) Other Business**

- a) Topics for Executive & Board Meeting Agenda
  - i) Ms. O'Donnell decided to bring the Board Engagement update to the Executive Committee.

### **VI) Public Comment**

- a) There were no members of the public in person or virtually, and no public comment was made.

### **VII) Meeting Adjourn**

- a) Ms. O'Donnell called the meeting to adjourn at 4:53 pm.