



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

JANUARY 16, 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, Paul Butler, Ian Warner, David Landau (guest, GOV Committee), Caryn Mathes (President and GM)

ABSENT: Vivian Phillips ☹

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

I. Call to Order

Heidi called the meeting to order at 4:00 PM. There were no COI’s.

II. Approval of Committee Minutes

Ms. de Laubenfels called for the approval of the minutes of the October 10, 2018 Development Committee Meeting. With no objections or changes, a motion was duly made Paul Butler and seconded by Filiz Efe McKinney. The Committee approved the minutes as presented.

III. 2019 Work Plan:

Ms. McKinney shared a potential approach to more tactically track involvement of Development Committee Directors, in tandem with the more strategic Development (staff) work plan. The goal is for Directors to own particular projects and/or be a lead along with a staff member. An additional purpose of Ms. McKinney’s spreadsheet is to consolidate committee action items in one accessible space. The development committee wants to pay more attention to the intersection of staff/board expertise in order to build bridges and relationships with future KUOW members and development partners.

IV. 2019 Committee Goals: Increase in Board Engagement

Ms. de Laubenfels invited KUOW PSPR Board Director David Landau to the meeting to share his recent experience of a KUOW Arts and Culture Event, the popular Front Row Center with Marcie Sillman. Mr. Landau has been on the Board Director at Seattle Children’s Theatre for ~ 9 years. The Theatre recently put on the play *And In This Corner: Cassius Clay*; afterward, KUOW Arts and Culture Reporter Marcie Sillman facilitated a discussion.

Mr. Landau and staff member Andrew Storms remarked that this was a perfect opportunity had there been more time, to increase board engagement either in numbers or in strategic introductions with potential community partners and/or major donors. Questions that Mr. Landau had for the Development Committee and Staff to think about are: How can KUOW BOD better prepare for events like this? Could Dev Staff have goals for Directors at an event like this? Who else would we want to be at future events like these? Essentially, how can the Board better leverage relationships for the benefit of the station?

Mr. Storms presented Exhibit 5: SCT and Front Row Center, Art of Radio. An idea, he commented, is to look at something KUOW is already doing and tack something on to it (examples a boxed lunch

small event at the station, partnering with Marketing and Community Engagement). There's Broadcast Circle Members, the Sound Voices Luncheon, and now with the second floor finished, there is opportunity to host more things at the station. Mr. Storms commented that regardless of venue, being attendee-focused is key.

Final questions that came up that the Development Staff and Committee will think about are: How to strategically tap into the resources of directors (Paul Butler)? Is there any Development need or opportunity that we can bring to the full board (David Roberts)? And, in regards to future events, what is the goal—audience development or fundraising?

V. Station Business

Business Support Director Dana Faust shared that KUOW Business Support is at \$3,490,880 or 72.7% to our annual goal of \$4,800,000. Ms. Faust encouraged all Directors that if and when they patron a business that is a supporter of KUOW, take the time to thank them for their support. This comes at a time when contributions from MPM (subsidiary of NPR) are on a downward trajectory with funding. \$300K in 2019 vs over \$1 million in 2018. Ms. Faust remarked that there's lots of new opportunity for business support in areas like: live streaming, KUOW's new website, its podcasts and events that offer substantial revenue potential.

In Development Director Karyn Andriesen's absence, Major Gifts Officer Matt Albertson gave the Development Update. Currently, FY2019 YTD Individual donations are at \$5,726,079 (52% to \$10.9 million goal). Major Gifts & Grants: \$620 YTD (44% to \$1.4 million goal). As part of the Emeritus Board Update, they raised \$31K for equipment a RadioActive Teaching Recording Studio. Ms. de Laubenfels commented that a member of this board come to a committee meeting in the near future, and encouraged mixers in the mingling of KUOW PRPR BOD Directors past and present.

Planned Giving Officer Melissa Laird then discussed the Named Space Opportunity, a private, small-scale major gifts campaign \$3 million in naming opportunities in new and older spaces: Newsroom, Third Floor Lobby, Green Room...

Ms. Wood gave a presentation on Facebook Fundraisers. Thus far, KUOW has raised \$810 (as of 1/16). There is a large amount of untapped potential with 40k followers. Donations were primarily from Giving Tuesday and one person's birthday. There were lots of impressions and comments. This could be another opportunity for an Evergreen Member to become more involved. Right now there are no donations through IG, though we can link to FB campaigns to our IG Stories and Posts. Right now Development is really focusing on spring and fall campaigns.

VI. Sound Voices Luncheon Brain Storming

The committee reviewed the pros and cons from the 2018 Sound Voices luncheon and discussed possible format for the next one in September. Members were asked to **Committee** to start brain storming possible keynote speakers, guests, and themes for Sound Voices Luncheon.

VII. 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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January 16, 2019 – COMMITTEE MEETING ACTION ITEMS (in no particular order)

<u>Action #</u>	<u>Deliverables/Actions</u>
Action Item 1	Matt and Karyn to further break down 2019 Work Plan to clarify DEV Committee engagement action items
Action Item 2	Dev Committee to start brain storming possible keynote speakers, guests, and themes for Sound Voices Luncheon in September
Action Item 3	Justis to send Kjerstin Wood’s Facebook Fundraiser PP (here). Directors see slide 3 for ways to get involved.
Action Item 4	Justis P. and Fieta R. to work with Kjerstin W. on post templates for Facebook February Member Appreciation.
Action Item 5	Andrew Storms to send 3/1 The Art of Radio flyer (see his email or here)

March 20, 2019 Committee Agenda Items

- 2019 Work Plan
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February 28, 2019 Board Agenda Items

- Digital Engagement, presentation by Kjerstin Wood