

PUGET SOUND PUBLIC RADIO BOARD OF DIRECTORS MEETING THURSDAY, SEPTEMBER 12, 2019 4:30 PM – 6:30 PM

Location: 2nd floor Large Conference Room, KUOW PSPR Station

Dial-In: US: +1 646 876 9923 or +1 669 900 6833

Meeting ID: **792 573 210**

https://washington.zoom.us/j/792573210

MEETING AGE	END <i>A</i>				
4:30 – 4:35 PM	I.	Welcome and Call to Order	Exhibit i	# Page #	Mark Ashida
		a. Invitation to Disclose Possible C	onflicts of		
		Interests			
		b. Invitation for Additional Agenda			
		c. Approval of Agenda	Exhibit (O Pg 1	
(ACTION)		d. Approval of June 27, 2019 Boar	d of Directors		
		Meeting Minutes	Exhibit :	1 Pg 3-7	
4:35 – 4:55 PM	II.	Panel Discussion: Covering Local News			KUOW Journalists
		Overview: Moderated by Jill Jackson	, Reporters will		Jill Jackson
		discuss: What motivates KUOW re	•		Ann Dornfeld
		challenges them? How do they know			Patricia Murphy
		making an impact? A panel of reported			John Ryan
		newsroom will share their perspectiv	es on reporting		
		the news of our region.			
4:55 – 5:35 PM	III.	Committee Business & Minutes			Mark Ashida
		a. Development Committee	Exhibit 2	2 Pg 8-9	Heidi de Laubenfel
(4:55-5:05)		August 7, 2019 Meeting Mi			
		➤ Importance of Journalist's v	voices 2b.		
		b. FISC/Finance Committee	Exhibit 3	3	Jon S. & Chris J.
(5:05-5:15)		August 20, 2019 Meeting N	Minutes 3a.	Pg 10	
		Fiscal Year End/Q2 Investm	ent Rpt. 3b.	Pg 11-54	
		Finance Reporting Change	- GAAP 3c.	Pg 55	
		Guidelines			
(5:15-5:25)		c. Governance Committee	Exhibit 4	4	Virginia & Colleen
		July 31, 2019 Meeting Minu	utes 4a.	Pg 56-57	
		September 6, 2019 Meetin	_		
		Board Recruitment Guideling	nes 4c.	Pg 58	
		Board Meet & Greets			
(5:25-5:30)		d. Strategic Planning Committee	Exhibit !	5	Shauna C. & Nick P
-		August 12, 2019 Meeting N	Minutes 5a.	Pg 59	
		> 2022-2025 SBP Agency Upo		Pg 60-68	



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MEETING AGEND	A			
(5:30-5:35)	e. Racial Equity Update ➤ 8/13 & 9/3 Meeting Report	Exhibit 6	Pg 69-70	David Roberts
Minutes Only	f. Executive Committee➤ August 29, 2019 Meeting Minutes	Exhibit 7	Pg 71-72	Mark Ashida
5:35 – 6:10 PM	IV. Station Business	Exhibit 8		Caryn Mathes
(10 min) (5 min) (10 min) (10 min)	 a. FY20 KPI & Dashboard Report (pre-read) b. Cash Flow Tracking c. Maximizing Marketing d. Quarterly Audience Report 	8a 8b 8c 8d	Pg 74-83 Pg 84 Pg 85-94 Pg 95- 105	Marketing Team Jennifer Strachan
6:10–6:15 PM	V. Other Business/Public Comment			Mark Ashida
6:15 PM 6:15– 6:30 PM	VI. Open Session Adjourn VII. Executive Session	Exhibit 9	106-107	Mark Ashida Mark Ashida
6:30 PM	VIII. Executive Session Adjourn			Mark Ashida

UPCOMING MEETINGS

<u>September</u>

• September 17, 2019 Sound Voices Luncheon

September 18, 2019 Strategic Planning Committee – Intentional Futures Presentation

<u>October</u>

•	October 9, 2019	Development Committee
•	October 10, 2019	Governance Committee
•	October 10, 2019	Special Joint Meeting w Executive and Governance Committees
•	October 22, 2019	Finance and Audit Committee
•	October 29, 2019	Strategic Planning Committee

November

November 1, 2019 Executive Committee Meeting
 November 14, 2019 Annual Board Meeting at UW Club



PUGET SOUND PUBLIC RADIO BOARD OF DIRECTORS SEPTEMBER 12, 2019 MEETING

4:30 p.m. – 6:00 p.m.

APPROVED MINUTES

Upon notice duly given, a regular meeting of the PSPR BOARD OF DIRECTORS (the "Board") of KUOW/Puget Sound Public Radio ("KUOW") was held at 4518 University Way NW Suite 310 at KUOW Puget Sound Public Radio on September 12, 2019 at 4:30 PM.

PRESENT: Mark Ashida (Board Chair), Haeryung Shin, Andy McGovern, Caryn Mathes, Chris Jay, Colleen Echohawk, Filiz Efe McKinney, Heidi de Laubenfels, Jon Schorr, Sharon Kioko, Randy Hodgins, Irwin Goverman, David Roberts, Shauna Causey., Nick Patrick, Hanson Hosein, David Landau

ALSO ATTENDING (STAFF): Fieta Robinson, Patricia Murphy, Esmy Jimenez, Ann Dornfeld, Jill Jackson, Stewart Meyer, Jennifer Strachan, Elizabeth Hovance, Teo Popescu, Charlotte Duren, Arvid Hokanson

I. Meeting Called to Order

Chair Mark Ashida welcomed the members and called the meeting to order at 4:37 pm. Mr. Ashida asked directors if there were any conflicts of interest. No conflicts were expressed.

Approval of Minutes

Mr. Ashida called for a motion to approve the June 27, 2019 Board of Directors Meeting minutes. Minutes included the FY2020 budget. Haeryung Shin moved and Heidi de Laubenfels seconded. With no objections, the Board approved the minutes as presented.

II. Panel Discussion: Covering Local News

Jill Jackson, KUOW News Director, moderated a panel of station news reporters who discussed reporter motivations, challenges and how they measure their impact in covering regional news.

III. Committee Reports

Development Committee

Heidi de Laubenfels emphasized the importance of the journalist's voices in helping donors recognize the impact of their investment in journalism when they choose to support the organization.

FISC/Finance Committee

Christopher Jay gave an update on the Fiscal Year End/Q2 Investment Report. He stated the funds were being managed according to the Board's policy statement. Overall the investments were doing very well. Bernstein had one recommendation, to be more selective with investment choices. It wouldn't change the risk profile, it would provide the organization with more control over portfolio.

Governance Committee

Colleen Echohawk gave an update on the new board member recruitment status. She shared the committee recruitment guidelines and stated that invitations and Board Meet and Greets with potential new board members were well underway.

09.12.2019 BOD MINUTES

Strategic Planning Committee

Nick Patrick and Shauna Causey gave an update on the two potential consulting partners under consideration. One organization has already presented, they encouraged all board members to try to attend each presentation if possible, especially board members participating on the FY2020 strategic planning committee.

Racial Equity Update

David Roberts shared his experience attending the racial equity committee meetings. He said he considers the committee's work remarkable. He emphasized the measureable increase in staffing diversity and concentrated effort to incorporate diversity into station hiring practices. He noted that an organization-wide comprehensive staff training is under development with dates yet to be determined.

Executive Committee

Mark Ashida had no executive committee updates. He did emphasize that the next two committee meetings will involve selecting the new board members as well as what committee information should be moved forward for the entire board discussion during the November 14 annual meeting.

Station Business

Caryn Mathes shared both the KPI dashboard report through September and the Cash Flow Tracking report. The marketing team, led by Stewart Meyer, provided information on how the organization is maximizing marketing activities. Arvid Hokanson shared the quarterly audience report.

Other Business/Public Comment

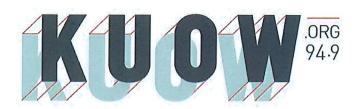
There was no other business or public comments.

Executive Session and Adjournment

Mark Ashida adjourned the meeting at 6:00 pm and entered the executive session at 6:01 pm. Which ended at 6:29 pm.

The next Board of Directors meeting will be the annual meeting taking place on Thursday, November 14 @ 4:30 PM at the UW Club.

Respectfully Submitted, Andy McGovern, Secretary Michele Patience Staal KUOW PSPR Board Liaison (temporary)



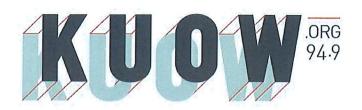
ANNUAL MEETING OF THE
PUGET SOUND PUBLIC RADIO
BOARD OF DIRECTORS
THURSDAY, NOVEMBER 14, 2019
4:30 PM - 8:00 PM MEETING

Location: UW Club, 4020 E. Stevens Way N.E., Seattle WA 98195

4:30* PM - 6:45 PM, Yukon Pacific Room (Annual Meeting) *Directors-Elect Arrive at 5:00pm

6:45 PM - 8:00 PM, Lake Washington Room (Board Reception)

AGENDA				
4:30 – 4:35	1.	Call to Order, Welcome & Introductions		Mark Ashida
	2.	Invitation to Disclose Possible Conflicts of		
(ACTIONI)	2	Interest	Exhibit 1	
(ACTION)	3.	Approval of September 12, 2019, PSPR Board Mtg. Minutes	EXHIBIT 1	
4:35 – 4:45	4.	Election of FY20 Board Directors, Officers and		
		Committee Members		
	Α.	2020 Board Member Nominees/Bios	Exhibit 2	Mark Ashida/
(ACTION)	В.	Resolution to Elect New Members & University Director	Exhibit 2a	Virginia Anderson
	C.	Resolution to re-elect Continuing Community Directors		
(ACTION)	D.	Resolution to Elect PSPR Board Leadership (Slate of Officers)	Exhibit 3	Virginia Anderson
(ACTION)	E.	Resolution to Appoint Committee Members	Exhibit 4	Virginia Anderson
4:45 – 5:00	5.	Recognition of Retiring Directors & Board Chair		
	Α.	Wier Harman		Virginia Anderson
	В.	Hanson Hosein		Randy Hodgins
	C.	Haeryung Shin		Caryn Mathes
	D.	Passing of Gavel – Ashida to de Laubenfels		
5:00 – 5:05	6.	Introduction and Welcome to New Board		
		Members		
	Α.	Wassef Haroun		Heidi de Laubenfels
	В.	Liam Lavery		
	C.	Erika Nesholm		
	D.	Lisa Nitze		
	E.	Robert Palmatier		
5:05 – 5:35	7.	Committee Reports		



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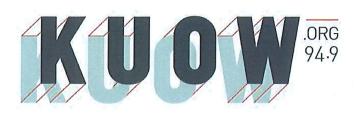
Location: UW Club, 4020 E. Stevens Way N.E., Seattle WA 98195

4:30* PM - 6:45 PM, Yukon Pacific Room (Annual Meeting) *Directors-Elect Arrive at 5:00pm

6:45 PM – 8:00 PM, Lake Washington Room (Board Reception)

	Development Committee➢ Sound Voices Luncheon Debrief➢ Fall Pledge Drive Overview	Exhibit 5	Heidi de Laubenfels
(ACTION)	Finance Committee ➤ Bernstein Quarterly Investment Report ➤ Peterson Sullivan Audit Draft ➤ Roth Endowment	Exhibit 6 Exhibit 7 Exhibit 8	Jon Schorr/Chris Jay
	 Strategic Planning ➤ Strategic Plan Consultant Update ➤ Tee up Staff Strategy Presentations in State of the Station Section 		Shauna Causey/Nicholas Patrick Caryn Mathes

5:35-6:45	State of the Station & Presentations		
5:35-5:45	Topline Dashboard		Caryn Mathes
5:45-6:15	What's Next Strategically?	Exhibit 9	Jennifer Strachan
6:15-6:20	Foundational Work – LEADING THE NATION		Caryn Mathes
6:20-6:25	Revenue Innovation Project	Exhibit 10	
6:25-6:30	Racial Equity & Inclusion	Exhibit 11	
6:30-6:40	*Question and Answers		All
6:40 – 6:45	Announcements New Board Member Orientation – Friday, December 13, (11:30 am Photos) 12:00pm – 3:00 pm Orientation Email to discuss Directors and Officers Limit of Liability Coverage Policy (Policy auto renews in January 2020) 2020 Proposed Board Committee Dates (Draft Calendar in this Appendix) First 2020 Board of Directors Meeting –		Heidi de Laubenfels



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Location: UW Club, 4020 E. Stevens Way N.E., Seattle WA 98195

4:30* PM - 6:45 PM, Yukon Pacific Room (Annual Meeting) *Directors-Elect Arrive at 5:00pm

6:45 PM - 8:00 PM, Lake Washington Room (Board Reception)

Thursday, February 27, 2020

 Committee Leadership: Please review work plans and be prepared to present at meeting (Committee Work Plans in this Appendix)

6:45 PM

Adjourn

Heidi de Laubenfels

6:45 – 8:00 PM 8. Board Reception

Announcements:

Supporting Documents

- Exhibit 1 PSPR Board Meeting Minutes
- Exhibit 2 –Board Member Nominees Bios
- Exhibit 2a Resolution to Elect New Board Members/Re-elect Continuing Community & University Director
- Exhibit 3 Resolution to Elect Board Officers
- Exhibit 4 Resolution to Appoint Committee Members
- Exhibit 5 Fall Pledge Drive Overview
- Exhibit 6 Bernstein Quarterly Investment Report
- Exhibit 7 Resolution to Adopt Peterson Sullivan Audit Draft
- Exhibit 8 Roth Endowment
- Exhibit 9 What's Next Strategically?
- Exhibit 10 Revenue Innovation Project
- Exhibit 11 Racial Equity & Inclusion

Annual Meeting Zoom Call-In Information

Join Zoom Meeting: https://washington.zoom.us/j/792573210

Dial-In: +16699006833 (PST) +16468769923 (EST)

Meeting ID: 792 573 210



ANNUAL MEETING OF THE PSPR BOARD OF DIRECTORS MEETING Thursday, November 14, 2019 4:30 P.M. – 8:00 P.M.

Upon notice duly given, the Annual meeting of the BOARD OF DIRECTORS (the "Board") of KUOW/Puget Sound Public Radio ("KUOW") was held at The UW Club, 4020 E. Stevens Way N.E., Seattle WA 98105.

<u>PRESENT</u>: Haeryung Shin, Indranil Ghosh, Jon Schorr, Mark Ashida, Colleen Echohawk, Wier Harman, Vivian Phillips, Andy McGovern, Virginia Anderson, Nicholas Patrick, Hanson Hosein, Randy Hodgins, Paul Butler, Caitlin Duffy, Chris Jay, David Roberts, Filiz Efe McKinney, Heidi de Laubenfels, David Landau, Demetria Elmore, Aaron Rocke, Irwin Goverman, Ian Warner, Sharon Kioko, Caryn Mathes

GUEST: Liam Lavery, Lisa Nitze, Wassef Haroun, Robert Palmatier (absent Erika Nesholm)

ALSO ATTENDING (STAFF): Jennifer Strachan, Rashad Brown, Maurice Rankin, Ryleigh Brimhall, Michele Patience Staal

ABSENT: Shauna Causey

I. MEETING CALLED TO ORDER

Chair Mark Ashida welcomed the members and guests. Mr. Ashida called the meeting to order at 4:35 pm. He invited attending members, staff and guests to introduce themselves.

Mr. Ashida asked directors to disclose any conflicts of interest. There were none.

II. BOARD BUSINESS

Approval of September Board of Director Minutes

Mr. Ashida called for a motion to pass the September 12, 2020 meeting minutes. A motion was duly made and seconded; with no objections, the Board approved the minutes as presented.

Approval of Content Agenda

Mr. Ashida called for a motion to pass the consent agenda. A motion was duly made and seconded, with no objections, the Board approved the consent agenda as presented. Mr. Ashida welcomed the new Directors to the meeting, as they were already seated at the table.

Election and Re-election of Community Board Members

In accordance to Article III, Section 8 of the Bylaws amended as of November 2, 2018, the following individuals are hereby elected to the serve as Community Directors of the PSPR Board for a three-year term ending in 2022.

- Wassef Haroun
- Liam Lavery
- Erika Nesholm
- Lisa Nitze

III.

In accordance to Article III, Section 8 of the Bylaws amended as of November 2, 2018, the following individuals are hereby elected to the serve as University Director of the PSPR Board for a three-year term ending in 2022.

Robert W. Palmatier



ANNUAL MEETING OF THE PSPR BOARD OF DIRECTORS MEETING Thursday, November 14, 2019 4:30 P.M. – 8:00 P.M.

In accordance to Article III, Section 8 of the Bylaws amended as of November 2, 2018, the following individuals are hereby <u>re-elected</u> to the serve as Community Directors of the PSPR Board for another three-year term ending in 2022.

- Virginia Anderson
- Andy McGovern
- Nicholas Patrick
- Jon Schorn

Election of 2020 Board Officers and Committee Chairs

As recommended by the Governance Committee, and in accordance to Article IV, Section 6 of the Bylaws amended as of November 2, 2018, the PSPR Board of Directors approved the appointment the following Directors to serve as Board Officers and Committee Chairs for a one-year term expiring in 2020 at the annual meeting or until their successor is elected and qualified:

Executive Committee

- 1. Heidi de Laubenfels, Board Chair
- 2. Andy McGovern, Vice Chair and Secretary
- 3. Jon Schorr, Treasurer/Finance, Co-Chair
- 4. Mark Ashida, Immediate Past Chair
- 5. Chris Jay, FIN Investment Subcommittee, Chair
- 6. Sharon Kioko, Governance Co-Chair, Lead
- 7. Virginia Anderson, Governance, Co-Chair
- 8. Filiz Efe McKinney, Development, Chair
- 9. Irwin Goverman, Strategic Planning, Co-Chair, Lead
- 10. Shauna Causey, Strategic Planning, Co-Chair
- 11. Randy Hodgins, UW Licensee Director
- 12. Caryn Mathes, President

PSPR 2020 Committees and Appointed Members

The following individuals are hereby appointed to the serve as voting Members of the PSPR Board Committee(s) for a one-year term ending in November 2020 or until her/his successor is elected and qualified:

Finance & Audit Committee

- 1. Jon Schorr, Chair
- 2. Chris Jay
- 3. Randy Hodgins
- 4. Irwin Goverman
- 5. Sharon Kioko
- 6. Liam Lavery

Governance Committee

- 1. Sharon Kioko, Co-Chair Lead
- 2. Virginia Anderson, Co-Chair
- 3. Paul Butler
- 4. Colleen Echohawk
- 5. David Landau
- 6. Erika Nesholm
- 7. Aaron Rocke

Strategic Planning Committee (SPC)

- 1. Irwin Goverman, Co-Chair, Lead
- 2. Shauna Causey, Co-Chair
- 3. Mark Ashida
- 4. Demetria Elmore
- 5. Indranil Ghosh
- 6. Andy McGovern
- 7. Lisa Nitze
- 8. Nicholas Patrick
- 9. Aaron Rocke



ANNUAL MEETING OF THE PSPR BOARD OF DIRECTORS MEETING Thursday, November 14, 2019 4:30 P.M. – 8:00 P.M.

Development Committee

- 1. Filiz Efe McKinney, Chair
- 2. Virginia Anderson
- 3. Caitlin Duffy
- 4. Wassef Haroun
- 5. Robert Palmatier
- 6. Vivian Philips
- 7. David Roberts
- 8. lan Warner

Finance/ Investment Subcommittee (FISC)

- 1. Chris Jay, Chair
- 2. Jon Schorr
- 3. Sharon Kioko



ANNUAL MEETING OF THE PSPR BOARD OF DIRECTORS MEETING Thursday, November 14, 2019 4:30 P.M. – 8:00 P.M.

V. COMMITTEE REPORTS

Development Committee

Ms. de Laubenfels gave an update on the Sound Voices Luncheon, reporting that the friend raising event met and exceeded all of the established attendance and revenue metrics and goals. She also shared that the Fall Fund (pledge) Drive went very well. It met and exceeded its targeted goals.

Finance Committee

Mr. Jay provided an update on the current state of the US economy and the investment markets, as well as the status of KUOW's current investment portfolio.

Mr. Schorr presented an overview of the Wayne C. Roth Endowment fund. The purpose of the fund is to provide for individual training and professional development opportunities for employees of KUOW, in furtherance of their careers in public media. Mr. Schorr also presented the results of the financial audit for FY19. The financial audit received an unmodified, or "clean" opinion with no adjustments or management letter for this year. He then requested for the full Board to approve the audit as submitted. Ms. Ashida made a motion to approve the audit, Ms. Anderson seconded the motion; the audit was unanimously approved by the Board.

Strategic Planning. Committee

Ms. Mathes updated the Board on the status on the process of identifying a consultant to help develop the 2022-2025 Strategic Business Plan (SBP). She shared that while two agencies the Committee had already met were still under consideration, she had been given names of additional consulting agencies from industry colleagues and would like to interview other agencies as well. She will provide an update of her findings to the Strategic Planning Committee during the next regularly scheduled meeting in January 2020.

VI. RECOGNITION OF RETIRING DIRECTORS

Ms. Mathes, Ms. de Laubenfels and fellow Directors, expressed their appreciation for the retiring board directors Haeryung Shin, Wier Harman and Hansen Hosein, acknowledging their years of service, commitment and contribution to KUOW and the PSPR Board. Mark Ashida's service as board chair was also acknowledged and thanked in a tribute by Ms. Shin.

VII. STATE OF THE STATION & PRESENTATIONS

Topline Dashboard

Ms. Mathes provided an overview of KUOW's business strategy which reflected the FY2020 area of focus. The business strategy encompassed all areas of KUOW's work, with a central focus of continued growth.

What's Next Strategically?

Ms. Strachan provided the Board with the Station's long term strategic planning goals as pertains to audience and marketing. She focused on the topic of listener content trends and preferences; on behalf of Mr. Meyer, the Station's Chief Marketing Officer, who was absent, an overview of listener centric audio best practices and trends.

Foundational Work – Leading the Nation

Ms. Mathes provided an overview of the Station's Revenue Innovation Project. The project will span three years with a goal of trying to find innovative ways to reduce the reliance on pledge drives and generate funding from digital audiences.



ANNUAL MEETING OF THE PSPR BOARD OF DIRECTORS MEETING Thursday, November 14, 2019 4:30 P.M. – 8:00 P.M.

Ms. Mathes also presented a Power Point presentation discussing the Station's foundational work around racial equity and inclusion. She shared that the draft presentation has received positive feedback about the Station's work to date. KUOW will seek opportunities to present on the topic at national conferences.

VIII. ANNOUNCEMENTS

Ms. de Laubenfels invited all directors to attend the new Board Member Orientation on Friday, December 13, 2019, being held at KUOW. She also said that she would be conducting an email discussion with all Board Members regarding the Limit of Liability Coverage Policy, a 3M renewal, which is set to renew in January 2020. Ms. de Laubenfels again asked for the Committee Chairs to review the proposed 2020 Board Committee meeting dates with their respective committees. She requested any changes be provided to her by December 6, 2019. Ms. de Laubenfels also shared each Board Committee's 2019 Work Plan and requested that each Committee review their plan in their first meeting in 2020.

IX. ADJOURNMENT

There being no further business, Ms. de Laubenfels adjourned the PSPR Board meeting at 6:51 PM. *The next meeting of the Board will take place on Thursday, February 27, 2020.*

Respectfully submitted,
Andy McGovern, Secretary
XXXXXXXX