



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, August 18, 2021
3:30 – 4:30 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJMIcuCqj4sG9Zb1iTDVK82hfqB26Zx81XI>

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) Sharing the Strategic Vision from New Director of Philanthropy FY22 Workplan with Committee
- 2) Redefining & Redesigning the Development Committee Work and Structure

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) How do we reboot and redesign Committee to have it be more meaningful?
-Using Human Center Design? Testing with Focus Groups?

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 	Virginia Anderson Exhibit 1
3:35-3:50 pm <i>10 min</i> <i>5 min</i>	<ol style="list-style-type: none"> 5. Collaborations <ul style="list-style-type: none"> ➤ NPR – Disinformation Collab ➤ ArtsFund Pilot 6. Audience Development Updates <ul style="list-style-type: none"> ➤ FY22 YTD Business Support ➤ FY22 YTD Membership ➤ FY22 YTD Major Gifts 	Steve Alexander Exhibit 2 Courtney Miller Rashad Brown Steve Alexander
3:50-4:20 pm <i>30 min</i>	<ol style="list-style-type: none"> 7. Committee Business <ul style="list-style-type: none"> ➤ UW Foundation Update ➤ Rethinking on Structure & Purpose A. Discussion of Board Engagement Tools 	Virginia Anderson Vivian Phillips Exhibit 3 Virginia Anderson Steve Alexander

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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4:20-4:25 pm <i>5 min</i>	8. Other Business	Virginia Anderson
4:25-4:30 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda ➤ Thursday, September 23, 4:30 PM	Virginia Anderson
4:30 pm	10. Adjourn	Virginia Anderson

Next Committee Meeting: Wednesday, October 20, 2021

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes from 5/19/21
- Exhibit 2 – Audience Development Updates
- Exhibit 3- Development Committee Charter

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
AUGUST 18, 2021
3:30 – 4:30 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 August 18th, 2021 at 3:30 pm via Zoom Conference.

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

ABSENT: Sharon Kioko

ALSO ATTENDING (STAFF): Steve Alexander, Rashad Brown, Fieta Robinson (Board Liaison) and Ryleigh Brimhall

I. Call to Order

Ms. Anderson called the meeting to order at 3:32 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. Anderson called for the approval of the minutes of May 19, 2021, Development Committee Meeting. A motion was duly made by Ms. Kravas and seconded by Ms. Phillips. With no objections, the minutes were approved as presented.

III. Station Business Report

Mr. Alexander presented on a couple of KUOW fundraising collaborations. The first collaboration was five-month campaign with NPR & fifteen local stations across the country focused on disinformation. The second collaboration was with Seattle Arts Fund where KUOW promoted local arts organizations that would otherwise not receive the kind of support and platform that KUOW can provide.

IV. Audience Development Updates

FTD FY22 Business Support Highlights

Mr. Alexander presented a Business Support Report. Business Support FYTD Actuals, at \$234,020, short of the FYTD Goal of \$270,000

FTD FY22 Membership Highlights

Mr. Brown presented a Membership Report. Membership FYTD Actuals, at \$626,983, short of the FYTD Goal of \$840,000. Membership had an achievement of 20,200 Evergreen Members, 42% of KUOW membership base.

FTD FY22 Philanthropy Highlights

Mr. Alexander presented a Philanthropy Report. Major Gifts FYTD Actuals, at \$141,000, surpassed the FYTD Goal of \$31,365



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V. Committee Business

UW Foundation Updates

Ms. Phillips presented an annual update on philanthropic support by area and broadcasting services noted 14,374 donors from a total pool of 22,742 donors for the current month.

Rethinking on Structure & Purpose

Mr. Alexander briefly presented on opportunity for the Development committee to expand the purpose and further deeper engagement with members through meaningful impact and human centered design.

VI. Topics for Full Board Meeting Agenda

Ms. Anderson suggested to provide an update on fundraising collaborations and committee's work on development of a tool for the whole board to better understand their opportunities to be philanthropists and ambassadors for KUOW.

VII. Adjournment

With no more business to address, Ms. Anderson adjourned the Development Committee meeting at 4:35 PM.

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