



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 11, 2017
12:00 PM – 1:30 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 at KUOW’s Office in the Performance B Studio on October 11, 2017 at 12:00 PM.

PRESENT: Indranil Ghosh (Chair), Haeryung Shin, Bob Stokes and Caryn Mathes

CONFERENCING IN: Vivian Phillips

ABSENT: Maryfrances Lignana and Colleen Echohawk

ALSO ATTENDING (STAFF): Karyn Andriesen, Dana Faust, Katy Sewall, Andrew Storms, Matt Albertson, Melissa Laird, Hollie Seiler and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Chair Indranil Ghosh welcomed the Committee members and called the meeting to order at 12:05 pm. There were no conflict of interests.

II. Approval of Committee Minutes

Mr. Ghosh called for the approval of the minutes of the June 7, 2017 Development Committee Meeting. With no objections or changes, a motion was duly made by Mr. Stokes and seconded by Ms. Shin; the Committee approved the minutes as presented.

III. Board Alumni Events Update

Ms. Andriesen gave an update on KUOW’s first Sound Voices Luncheon. Members provided feedback on the experience and speakers. There was a brief discussion on guest speakers and the programming staff’s role in future events. The Development Committee and staff are in agreement that we should hold another Sound Voices Luncheon next fall. Management ask members to send names for guest speakers.

IV. FY18 Development YTD Revenue Update

Ms. Andriesen presented Development’s year-to-date progress on FY18 revenue goals. She provided an overview on fundraising activities, campaigns and membership renewals. September revenue overall was slightly below budget for the month (\$35.2K), but still \$320.4K over budget for the first quarter.

V. New Development Initiatives

Management informed members of the initiation of two Development initiatives, the “Emeritus Board” and the “Sound Culture Initiative – Arts & Culture at KUOW”. The Emeritus Board is a group of former KUOW Board members who are interested in continuing to help KUOW advance its goals in the area of Development, Corporate Support and Marketing; the Sound Arts Initiative is an institutional commitment to highlight arts and culture in our region through broadcast and online content, media sponsorship opportunities and community engagement.

VI. UW Foundation Update

Ms. Phillips gave a brief report on her UW Foundation orientation meeting. It was a great meeting and she is looking forward to cultivating new relationships.

VII. Recognition of Development Chair

The Committee recognized and acknowledged Mr. Ghosh's leadership as Chair of the Development Committee since 2015. They thanked him for his commitment and service. Mr. Ghosh discussed the transition to the new Co-chairs and the work plan development for 2018.

VIII. Other Business

Ms. Mathes introduced Dana Faust, Director of Business Support and gave a brief summary of her experience and role at KUOW. She informed the committee that Ms. Faust will attending the Development Committee meetings in the future.

IX. Adjournment

There being no further business, Ms. Shin adjourned the Development Committee meeting at 1:30 PM.

Respectfully submitted,

Indranil Ghosh, Chair
Fieta Robinson, Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
JANUARY 31, 2018
3:30 PM – 5:00 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 at KUOW’s Office in the Performance B Studio on January 31, 2018 at 3:30 PM.

PRESENT: Virginia Anderson (Co-Chair), Heidi De Laubenfels (Co-Chair), Haeryung Shin, Filiz Efe McKinney, Vivian Phillips, David Roberts, Bob Stokes and Caryn Mathes

ALSO ATTENDING (STAFF): Karyn Andriesen, Dana Faust, Katie Seward, Andrew Storms, Matt Albertson, Melissa Laird, Chelan Lippincott and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Co-Chair Virginia Anderson welcomed the Committee members and called the meeting to order at 3:35 pm. There was a member and staff introductory. No member stated any conflict of interests.

Ms. Anderson called for a motion to adopt the agenda. Exhibit three was tabled to the next committee meeting. The Committee moved to adopt the agenda as amended.

II. Approval of Committee Minutes

Ms. Anderson called for the approval of the minutes of the October 11, 2017 Development Committee Meeting. With no objections or changes, a motion was duly made by Mr. Stokes and seconded by Ms. Shin; the Committee approved the minutes as presented.

III. Committee Purpose Statement/Charter

Members were given a brief history on the development of the charter. They reviewed the draft redlined version and discussed the overall purpose of the committee. Members agreed to redraft the charter outlined as discussed. Co-Chair Ms. De Laubenfels will work with Ms. Andriesen on finalizing a draft to route for electronic approval.

IV. 2018 Committee Work Plan

Members were provided with a copy of Committee 2018 work plan. Ms. Anderson highlighted key elements, spoke about function and purpose. She discussed the importance of attending specific Development events identified by staff where board participation is needed. There was a discussion of formalizing a practice for communicating to members their role at events.

V. FY18 Year-to-Date Revenue Update

Ms. Andriesen provided an explanation of the current fundraising vehicles in Development. She presented FY17 revenue comparison to year-to-date revenue goals by fundraising programs. Development’s year-to-date revenue overall is 55% toward its annual goal.

Ms. Faust gave an update FY18 goals and revenue booked in Business Support. She provided month-to-date goals and progress to date. Business Support is working with the new Marketing team on various ways to capitalize on KUOW’s success and Nielsen rankings. Her team is mapping out next

steps to further monetize our on-demand streams via in home digital devices. Business Support FY18 revenue booked year-to-date is 88% towards its overall goal.

VI. Sound Voices Luncheon

The committee discussed the planning of the 2018 Sound Voices Luncheon. Ms. Andriesen Management asked members to submit names of dynamic speakers.

VII. UW Foundation Update

Ms. Phillips gave a brief summary of the January 2018 UW Foundation meeting. She spoke about their increased focus on diversity and inclusion and reported on the year-to-date results of the UW Fund Campaign to raise five billion dollars. She spoke about the benefits of cultivation and marketing as a large % of individual gifts ranged from \$1 to \$99 helped in reaching more than 80% of their goal.

Ms. Phillips is working with the Foundation to schedule time on the agenda for KUOW to present at their meeting in late 2018 or early 2019.

VIII. Adjournment

There being no further business, Ms. Anderson adjourned the Development Committee meeting at 5:13 PM.

Respectfully submitted,
On the behalf of the Development Co-chairs
Fieta Robinson, Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

APRIL 4, 2018

3:30 PM – 5:00 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 at Alumni Bldg in the Fireplace Room on April 4, 2018 at 3:30 PM.

PRESENT: Virginia Anderson (Co-Chair), Heidi De Laubenfels (Co-Chair), Haeryung Shin, Filiz Efe McKinney, Vivian Phillips, David Roberts, Paul Butler and Caryn Mathes

ALSO ATTENDING (STAFF): Jenny Asarnow, Dana Faust, Katie Seward, Andrew Storms, Matt Albertson, Hollie Seiler, Ryleigh, Justis Phillips, Melissa Laird, Chelan Lippincott and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Co-Chair Virginia Anderson welcomed the Committee members and called the meeting to order at 3:35 pm. There was a member and staff introductory. No member stated any conflict of interests.

II. Approval of Committee Minutes

Ms. Anderson called for the approval of the minutes of the January 31, 2018 Development Committee Meeting. With no objections or changes, a motion was duly made by Ms. Shin and seconded by Mr. Butler; the Committee approved the minutes as presented.

III. Board Development Playbook

Members discussed the board development playbook – guidelines and information on a number of KUOW activities or “opportunities” that Board Directors can offer freely to a prospective donor or community engagement partner. Directors will receive a copy of the playbook annually possibly in the fall with the updated pledge form or as part of the first Board meeting of the new fiscal year. The Committee agreed that a section about “boundaries” should be included, and reminder that Directors cannot speak on the behalf of the board and should be mindful of potential conflicts of interests.

IV. Committee Member Engagement

Ms. McKinney spoke about her work and partnership with her appointed Development officer. She discussed the importance of their meetings and highlighted learned strategies for engaging with her community and peers. The committee discussed boundaries, standard procedures outlining the steps before prospective donor engagement, and how to actively participate in station initiatives. Ms. Phillips spoke briefly about the process and steps taken with staff to support the Arts initiative. The Committee agreed that a formalized process should be created and shared with the Board.

V. Emeritus Board Update

The Emeritus Board met on March 29th 2018. Management presented YTD financials and on the “Ask A” series, and discussed the upcoming brand campaign. The Emeritus Members will work on their purpose statement at the next meeting. There was a brief discussion on the role that the Development Committee members play on the Emeritus Board. Members suggested that management ask Emeriti to host a table at the Sound Luncheon.

VI. **Sound Voices Luncheon**

Mr. Storms reported that KUOW's 2nd Annual Sound Voices Luncheon is planned for early-mid September. It will be the station's signature 2018 stewardship event. Attendees will include major donors, community leaders, Board Alumni and the Puget Sound Public Radio Board of Directors. Last year's inaugural luncheon was highly successful, but unfortunately only two PSPR Board members were able to attend. Enlisting a Host Committee can bolster leadership attendance and buy-in. This effort will focus on encouraging event attendance, engaging and empowering Board members as ambassadors for KUOW. There is no cost of hosting a table and there is no direct ask at the event.

The Committee reviewed the Host Committee proposal and discussed duties, expectations and guidelines for the event. Members were encouraged to work with Major Gifts staff to help identify prospects and attendees.

VII. **UW Foundation Update**

Ms. Phillips reported the KUOW is scheduled for a "Deep Dive" with the UW Foundation in November. The focus will be on the RadioActive program. She gave an overview of the foundation's primary focus and areas of support; and outlined the process and next steps.

VIII. **FY18 Year-to-Date Revenue Update**

Development – Q3 Report

Mr. Albertson presented FY18 revenue year-to-date against annual goals by fundraising programs. Development's year-to-date revenue overall is 75% toward its annual goal. He gave highlights of upcoming activities and fundraising events. The Development division hired a Planned Giving Officer in February 2018 and will add a Digital Fundraiser in May.

Business Support – Q3 Report

Ms. Faust gave an update FY18 goals and revenue booked in Business Support. YTD revenues are 15.1% over budget and 28% over last year. Her team is working with the Marketing Division on various methods to monetize new products such as podcasts, digital stories and events. They are looking at new ways of collaborating with the Development Team to fulfill funder's needs. She reported that a new Business Development hire started in October 2017.

IX. **Program Highlight**

Radio Active

Ms. Asarnow shared RadioActive's vision and plans for the programs future. She defined the program as a place where young people discover public radio journalism and learn the skills to create their own stories and podcast for KUOW. RadioActive has developed a five-year business plan outlining strategies to serve more youth, conduct additional workshops and develop more content to reach a younger audience.

X. **Adjournment**

There being no further business, Ms. Anderson adjourned the Development Committee meeting at 5:05PM.

Respectfully submitted,
On the behalf of the Development Co-chairs
Fieta Robinson, Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
JUNE 13, 2018
3:30 PM – 5:00 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 at Performance Studio B at 4518 University Way NE Suite 210

PRESENT: Filiz Efe McKinney (acting as chair), Paul Butler, David Roberts, Haeryung Shin, Heidi de Leubenfels (Zoom)

ALSO ATTENDING (STAFF): Caryn Mathes (President and GM), Dana Faust, Karyn Andriesen, Katie Seward, Andrew Storms, Matt Albertson, Melissa Laird, Justis Phillips, and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Filiz Efe McKinney, acting as chair while Heidi de Laubenfels called the meeting to order at 3:34 PM. There were no COI’s

II. Approval of Committee Minutes

Ms. McKinney called for the approval of the minutes of the April 4, 2018 Development Committee Meeting. With no objections or changes, a motion was duly made by Ms. de Leubenfels and seconded by Mr. Butler; the Committee approved the minutes as presented.

III. Discussion of Meeting Objectives:

The agenda now includes meeting objectives and questions that are geared toward ensuring that each meeting is productive and that each BOD member feels empowered to move forward. Most Directors agreed that the questions and objectives helped them in preparation of the meeting.

IV. Board Development Playbook

Members discussed the board development playbook – particularly the roles of the Board Liaison. Directors will receive a copy of the playbook at the beginning of September with the updated pledge form or as part of the first Board meeting of the new fiscal year. Beginning at the FY19, Major Gifts Team with work with Directors to fill out their pledge form.

V. Broadcast Circle Appreciation Event

Ms. Seward discussed the upcoming Broadcast Circle Appreciation Event on June 27, 2018 which included the RSVP list and Run of Show. Ms. Faust commented on how the potential to have more events like this with a business sponsor. Ms. McKinney suggested that Major Gift Staff/seasoned BOD member give a “crash course” in engaging with donors. Ms. Robinson suggested that Directors hand out pins to those they meet to immediately engage and connect.

VI. Sound Voices Luncheon

Mr. Storms reported that KUOW’s 2nd Annual Sound Voices Luncheon is planned September 20, 2018 at the Panoramic Room at Pacific Tower. It will be the station’s signature 2018 stewardship event. Attendees will include major donors, community leaders, Board Alumni and the Puget Sound Public

Radio Board of Directors. There is a Volunteer Host Committee of 8-9 Directors. The keynote speaker will be with Mona Lee Locke who'll be joined in a conversation with KUOW's CCO Jennifer Strachan. Mr. Storm discussed the communication timeline with emphasis that the Directors will have a calendar event and information in advance.

VII. **FY18 Year-to-Date Revenue Update**

Development – Q4 Report

Mr. Albertson presented FY18 revenue year-to-date against annual goals by fundraising programs. Development's year-to-date revenue overall is 75% toward its annual goal. He gave highlights of upcoming activities and fundraising events. The Development division hired a Planned Giving Officer in February 2018 and will add a Digital Fundraiser in May.

Business Support – Q4 Report

Ms. Faust gave an update FY18 goals and revenue booked in Business Support. YTD revenues are 15.1% over budget and 28% over last year. Her team is working with the Marketing Division on various methods to monetize new products such as podcasts, digital stories and events. They are looking at new ways of collaborating with the Development Team to fulfill funder's needs. She reported that a new Business Development hire started in October 2017.

VIII. **Program Highlight**

Sound Culture with Marcie Sillman, Arts and Culture Reporter

Ms. Sillman has been developing a new initiative with Mr. Storms to bolster local cultural content at KUOW that covers both coverage of culture and engagement of such via philanthropic investments. Additional goals include establishing an editorial initiative that frames and explains Seattle as a culture capital; maintain and grow partnership opportunities available for arts organizations through events, engaging content, and sponsorships (examples include: Front Row Center); create opportunities to cultivate the next generation of arts journalists. It will rely heavily on highly visual digital buildouts with multimedia components like: photography, video, long-form articles, audio companion pieces and radiobroadcasts.

IX. **Adjournment**

There being no further business, Ms. McKinney adjourned the Development Committee meeting at 5:04PM.

Respectfully submitted,
On the behalf of the Development Co-chairs
Fieta Robinson, Board Liaison