



# APPROVED KUOW, Reach & Resource Committee January 23rd Meeting Minutes

KUOW – Virtual & In-Person | January 23rd, 2024 at 3:30 PM PDT  
In-Person Location | Rita Koontz Community Center  
Virtual Location | Zoom

## **Attendance**

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

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

**Staff Present:** Ryleigh Brimhall, Annette Promes, Kerry Swanson, Jayme McKinney, Caryn Mathes

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

## **I) Welcome & Call to Order**

- a) Ms. O'Donnell called the meeting to order at 3:34 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) Welcome New Members!
  - i) Ms. O'Donnell had the Committee members introduce themselves.
- d) Welcome April Johnson, Temporary Director of Donor Engagement
  - i) Ms. Johnson, temporary support to the Donor Engagement team was on the agenda to be introduced, however, she was absent due to illness.
- e) Approval of Reach & Resource Committee Meeting Minutes
  - i) Ms. O'Donnell called for a motion to approve the August 5<sup>th</sup> and October 9<sup>th</sup> meeting minutes and to ratify and affirm the actions taken at the October Meeting.
  - ii) Motion: The motion was moved by Mr. Schofield and seconded by Mr. Simon. With no objections, the meeting minutes were approved.

## **II) Station Business Report**

- a) UUR YTD Update
  - i) Mr. Swanson presented on the YTD UUR KPIs. Users metrics were forty thousand Monthly App Users, and Maintain the Monthly Rolling 6.5% Broadcast Share. YTD,

KUOW was at 23,775 MAU and 6% Broadcast Share. The Broadcast Share was lower than in past months due to the Holiday Season. Usage Metrics were to increase streaming sessions to 1,432,000 per month and return visitors to KUOW.org at 81K per month. YTD, KUOW was at 1,187,634 stream sessions and 99,696 return visitors. Revenue metrics were to increase aggregate donors to 52K and raise 23.9 MM. YTD, KUOW was at 34,548 aggregate donors and 11,054,647 MM (on track for December 2024).

b) Introduction to Fundraising Drive

- i) Ms. Promes highlighted the success of the “End of Year” Fundrasing Drive. The goal was \$998,000 and the final amount was \$1.4 million. The next drive was anticipated for March 2025.

c) Updated from Reach & Resource Departments

- i) Ms. O'Donnell had the Committee read the department summaries from Marketing, Community Engagement, Business Support, and Donor Engagement and then welcomed a discussion based on the questions the Committee had.

ii) Q3 Engagement Opportunities

- i) "Donor-a-Day" Efforts

Mr. Swanson shared with the Committee an engagement opportunity for either the Committee or the whole Board to participate in. The Donor a Day effort would be a donor recognition opportunity to have more touch points with the members of the organization.

### III) Committee Business

a) 2025 Workplan

Due to timing, Ms. O'Donnell asked the Committee to review the 2025 draft workplan and to submit any feedback or thoughts via email or at the next Reach and Resource meeting.

b) Engagement Form and Informational

The Committee discussed the Engagement Form and Informational. There is a focus away from annual to a quarterly goals, and improve tracking of engagement.

### IV) Other Business

a) Topics for Executive & Board Meeting Agenda

- i) Ms. O'Donnell decided to bring the Board Engagement form and UUR YTD Update to the Executive Committee.

**V) Public Comment**

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

**VI) Meeting Adjourn**

- a) Ms. O'Donnell called the meeting to adjourn at 5:00 pm.



## **KUOW, R&R Committee January 23 Meeting RSVP REQUIRED**

KUOW

Thursday, January 23, 2025 at 3:30 PM PST to 5:00 PM PST

### **Agenda**

#### **Committee Purpose**

1. ensuring that all Board members have the capacity to be effective ambassadors when representing the organization and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
2. cultivating and activating relationships in the community in support of KUOW strategic initiatives and community events;
3. helping to identify member acquisition, engagement and fundraising strategies, inform best practices and methods, and evaluate performance against the critical corresponding KPIs;
4. perform such other functions as required by law or otherwise as are necessary or appropriate to further the Committee's purposes or as may from time to time be delegated to the Committee by the Board

#### **DEI Lens Qs (Pre-Meeting Reading)**

##### *DEI Lens Questions*

*Encourage all Board members to consider these guiding questions as they engage in their work:*

- o What would be my default decision or solution in this situation?*
- o Who benefits from this default approach?*
- o Whose perspectives are missing?*
- o What steps will I take to make a more equitable decision or design a more equitable solution?*

#### **Meeting Purpose**

The purpose of the meeting is to review the 2025 Draft Workplan, Engagement in 2025, and Updates from Staff and UUR KPIs.

#### **Meeting Objectives**

- Review 2025 Draft Workplan
- 2025 Board Engagement
- Staff Updates
- Update on UUR KPIs

#### **I. Welcome & Call to Order**

**3:30 PM**

##### **A. Invitation to Disclose Possible Conflicts of Interest**

##### **B. Welcome New Members!**

- C. Welcome April Johnson, Temporary Director of Donor Engagement
- D. Approval of Reach & Resource Committee Meeting Minutes
- E. Overview of Meeting

## II. Station Business Report

3:40 PM

- A. UUR YTD Update
- B. Introduction to Fundraising Drive
  - 1. End of Calendar Year Fundraising Drive Retrospective/Update?
- C. Updates from Reach & Resource Departments
  - 1. Q3 Engagement Opportunities
    - a. "Donor-a-Day" Efforts

## III. Committee Business

4:15 PM

- A. 2025 Workplan
    - 1. Staff Presentation Topics from Kerry
  - B. Engagement Form and Informational
- Heidi's Notes from June*

- Give some (any!) amount to KUOW – seriously, it could be just \$10
- Show up for board and committee meetings at least 75% of the time (*Governance Tracking*)
- Serve in a leadership role at some point during their time on the board
- Serve as an ambassador for KUOW, including helping recruit new directors
- Support the staff with requests they might make, such as advice, \$ asks and intros
- Review and approve the station's annual budget
- Review and approve the station's financial investment strategies
- Contribute to the annual assessment of the GM/CEO
- Be engaged/respectful enough to communicate about barriers to attendance
- Question: Does just showing up as being on the board have value without any other engagement? If one is a well-known figure, is that inherently valuable? Enough to overcome a lack of ability to engage in meetings and other activities?

### Notes From Pre-Planning Meeting

- "Donor a Day"/Thank a Donor
- Community Engagement Article Review

## IV. Other Business

4:50 PM

- A. Topics for Exec & Board Meeting Agenda
  - 1. Exec Meeting 2/6/2025

**2. BOD Meeting 2/20/2025**

**V. Public Comment/Executive Session**

**4:55 PM**

**VI. Adjournment**

**VII. Upcoming Board Events & Activities**

**A. TBD Staff Valentines Coffee Cart**