



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 21, 2020
3:30 – 5:00 pm**

MEETING REGISTRATION LINK

Register in advance for this meeting. After registering, you will receive a confirmation email containing information about joining the meeting.

https://washington.zoom.us/meeting/register/tJlodughqzliHtZWoxwEwXSzYoDQ0uC_7GCK

MEETING OBJECTIVES

- 1) Update Committee members on the various fundraising efforts; identify ways in which the Committee can support these efforts.
- 2) Better understand the interworking of KUOW’s business support program and how the Committee can help support it.

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) Do you know which businesses you frequent support KUOW?
- 2) What was your experience of the fall membership drive?
- 3) How can we help support KUOW staff?

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 	<p>Filiz Efe McKinney</p> <p>Exhibit 1</p>
3:35-4:00 pm <i>30 min</i>	<ol style="list-style-type: none"> 5. What is business support and how does it work? <ul style="list-style-type: none"> ➤ Broadcast Revenue ➤ Non-Broadcast revenue 	<p>Courtney Miller</p>
4:00-4:15 pm <i>15 min</i>	<ol style="list-style-type: none"> 6. Fall membership drive debrief <ul style="list-style-type: none"> ➤ How can the board help in the future? 	<p>Rashad Brown</p>
4:15-4:30 pm <i>15 min</i>	<ol style="list-style-type: none"> 7. Other ways to support <ul style="list-style-type: none"> ➤ 11/12 Inside 2020 ➤ Review Top Connections wanted documents ➤ Brainstorm ideas to support staff 	<p>Filiz Efe McKinney</p>
4:30-4:50 pm <i>20 min</i>	<ol style="list-style-type: none"> 8. Committee Business <ul style="list-style-type: none"> ➤ UW Foundation Updates (if any) 	<p>Filiz Efe McKinney Vivian Phillips</p>

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.



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 21, 2020
3:30 – 5:00 pm**

MEETING REGISTRATION LINK

Register in advance for this meeting. After registering, you will receive a confirmation email containing information about joining the meeting.

https://washington.zoom.us/meeting/register/tJlodughqzliHtZWoxwEwXSzYoDQ0uC_7GCK

	<ul style="list-style-type: none"> ➤ FY21 Q1 Business Support Highlights ➤ FY21 Q1 Membership Highlights ➤ FY21 Q1 Major Gifts Highlights 	Courtney Miller Rashad Brown Matt Albertson
4:50-4:55 pm <i>5 min</i>	➤ Other Business	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda ➤ Thursday, November 19, 4:30 pm	Filiz Efe McKinney
5:00 pm	➤ Adjourn	Filiz Efe McKinney

Next Committee Meeting TBD

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (August 19, 2020)

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.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 2020
3:30 – 5:00 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 October 21th, 2020 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Vivian Phillips, Virginia Anderson, Caryn Mathes (GM/Pres), Robert Palmatier, Wassef Haroun and Caitlyn Duffy

ABSENT: David Roberts and Ian Warner

ALSO ATTENDING (STAFF): Matt Albertson, Hollie Seiler, Courtney Miller, Rashad Brown, Ryleigh Brimhall and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:31 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. McKinney called for the approval of the minutes of August 19, 2020, Development Committee Meeting. A motion was duly made by Ms. Anderson and seconded by Mr. Haroun. With no objections, the minutes were approved as presented.

III. Business Support

Broadcast Revenue

Ms. Miller presented the background, audience, and procedures of KUOW Business Support. The Committee discussed ways to support Business Support.

Non-Broadcast Revenue

Ms. Miller, also, presented how business support can play into digital media as well as broadcasting through the streaming, kuow.org, email, events, etc.

IV. Fall Membership Drive Debrief

Mr. Brown presented the results of the 2020 Fall Membership Drive. The results were \$1.01 M raised compared to the goal to raise \$1 M in three days. Mr. Brown noted that there was increase in donations made via web vs phone, and, increased in percentage of Evergreen Donors.

V. Additional Ways of Support

11/12 Inside 2020

Ms. McKinney briefly announced a reminder of an opportunity for committee members to support staff by promoting and attending the “Inside 2020” event on November 12th.

Review Top Connections

Mr. Albertson provided an update on the top 50 list for Board Members to review to support Major Gifts.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 2020
3:30 – 5:00 PM**

APPROVED MINUTES

VI. Committee Business

FY21 Q1 Business Support Highlights

Ms. Miller presented Business Support Report. Business Support FY21 Q1 Actuals, at \$891,596, surpassed the FY21 Q1 Goal of \$880,000.

FY21 Q1 Membership Highlights

Mr. Brown presented Membership Report. Membership FY21 Q1 Actuals, at \$2,784,119, surpassed the FY21 Q1 Goal of \$2,385,000.

FY21 Q1 Major Gift Highlights

Mr. Albertson presented Major Gifts Report. Major Gifts FY21 Q1 Actuals, at \$365,837, surpassed the FY21 Q1 Goal of \$170,935.

VII. Topics for Full Board Meeting Agenda

Ms. McKinney confirmed topics for the Annual Board Meeting Agenda would be Major Gift Donor Review and potentially a “Lessons Learned in COVID” Development presentation.

VIII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:57 PM.

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