



**KUOW Puget Sound Public Radio  
DEVELOPMENT Committee Meeting  
Wednesday, May 19, 2021  
3:30 – 5:00 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJUldOGrqD4tHtQrPe3yCzDVsxPffhdocRe>

**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
- 3) Update on Case Statements Breakout Sessions

**QUESTIONS FOR COMMITTEE MEMBERS**

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

- 1) What are your thoughts on the goals that Development Staff has set and what do you think are the gaps?
- 2) What are the Risks and Opportunities you see for FY22?
- 3) How might we shift the Committee mindset to be forward planning?

**AGENDA**

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> <li>1. <b>Welcome and Call to Order</b></li> <li>2. <b>Invitation to Disclose Possible Conflicts of Interests</b></li> <li>3. <b>Approval of Committee Minutes</b></li> <li>4. <b>Overview of Meeting</b></li> </ol>	<p align="right">Filiz Efe McKinney</p> <p align="right">Exhibit 1</p>
3:35-4:15 pm <i>30min</i>	<ol style="list-style-type: none"> <li>5. <b>Station Business Report</b> <ul style="list-style-type: none"> <li>➤ Director of Philanthropy Introduction</li> <li>➤ FY22 Development Strategy &amp; Resources Presentation               <ul style="list-style-type: none"> <li>a. Goal and Resources</li> <li>b. Feedback Loop</li> <li>c. Reporting and Reconciliation on Case Statements</li> <li>d. Risks and Opportunities</li> </ul> </li> </ul> </li> </ol>	<p align="right">Stewart Meyer Steve Alexander</p> <p align="right">Exhibit 2</p> <p align="right">Exhibit 3</p>
<i>10 min</i>	<ol style="list-style-type: none"> <li>6. <b>Audience Development Updates</b> <ul style="list-style-type: none"> <li>➤ FY21 YTD Business Support</li> <li>➤ FY21 YTD Membership</li> <li>➤ FY21 YTD Major Gifts</li> </ul> </li> </ol>	<p align="right">Exhibit 4</p> <p align="right">Courtney Miller Rashad Brown Steve Alexander</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 of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.*



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4:15-4:50 pm <i>35 min</i>	<b>7. Committee Business</b> <ul style="list-style-type: none"><li>➤ UW Foundation Updates (if any)</li><li>➤ Discussion and Update on FY22 Workplan</li><li>➤ FY22 Development Recruitment and Structure</li></ul>	Filiz Efe McKinney Vivian Phillips Virginia Anderson Filiz Efe McKinney
4:50-4:55 pm <i>5 min</i>	<b>8. Other Business</b>	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	<b>9. Topics for Full Board Meeting Agenda</b> <ul style="list-style-type: none"><li>➤ Thursday, June 24, 4:30 pm</li></ul>	Filiz Efe McKinney
5:00 pm	<b>10. Adjourn</b>	Filiz Efe McKinney

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**Next Committee Meeting:** Wednesday, August 18, 2021

**Supporting Documents**

- Exhibit 1 – DEV Committee Meeting Minutes from 3/17/21
- Exhibit 2 – FY22 Development Strategy & Resources Presentation
- Exhibit 3 – Feedback Loop
- Exhibit 4 – Audience Development Updates

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**PUGET SOUND PUBLIC RADIO  
DEVELOPMENT COMMITTEE MEETING  
MAY 19, 2021  
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 May 19<sup>th</sup>, 2021 at 3:30 pm via Zoom Conference.

**PRESENT:** Filiz Efe McKinney (Chair), Connie Kravas, Vivian Phillips and Sharon Kioko

**ABSENT:** Virginia Anderson (Vice Chair), Caryn Mathes (GM/Pres) and Caitlin Duffy

**ALSO ATTENDING (STAFF):** Steve Alexander, Matt Albertson, Rashad Brown, Courtney Miller, Fieta Robinson (Board Liaison) and Evan McCoy

**I. Call to Order**

Ms. McKinney called the meeting to order at 3:37 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 March 17, 2021, Development Committee Meeting. The motion was tabled until more members were in attendance. At 4:51 PM, a motion was duly made by Ms. Kravas and seconded by Ms. McKinney. With no objections, the minutes were approved as presented.

**III. Station Business Report**

Ms. McKinney introduced the new Director of Philanthropy, Steve Alexander. Mr. Alexander spoke about his role, his vision for KUOW, and his background. His goal for FY22 is to raise \$2.9 million (up from \$2.2 million). Ms. Kioko asked about the current job vacancies on the Major Giving team. In response, Mr. Alexander spoke to his strategy on rebuilding his team. He wants to be fully staffed by December 2021 and is tweaking the job descriptions to encourage diversity hires. The group then spoke upon the concept of engaging Board members in fundraising more, wherein Mr. Alexander spoke to his strategies in doing so.

Mr. Alexander gave an overview of the “case statements” provided in the meeting packet, and the Board feedback received. He hopes to make this process more regular and less of a “special event”.

**IV. Committee Business**

*FTD FY21 Business Support Highlights*

Ms. Miller presented a Business Support Report. The dept. is about 93% of the way to their FY21 goal of \$4,555,000. Business Support FYTD Actuals, at \$3,459,180, short of the FYTD Goal of \$3,700,000.

Ms. Phillips spoke to creating an “Arts and Culture” initiative for fundraising, and to demystifying fundraising for the Board members.



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*FTD FY21 Membership Highlights*

Mr. Brown presented a Membership Report. Membership FYTD Actuals, at \$10,187,000, surpassed the FYTD Goal of \$9.655,000. The NPR 50<sup>th</sup> Anniversary campaign is coming up in June.

*FTD FY21 Major Gift Highlights*

Mr. Alexander presented a Major Gifts Report. Major Gifts FYTD Actuals, at \$1,888,703, surpassed the FYTD Goal of \$1,291, 095.

*UW Foundation Updates*

Ms. Phillips presented a UW Foundation update. There is a focus on vaccination efforts for students, faculty and staff. There were no cuts to budget for providing mental health care to students. The UW Advancement team has been rated #1 in the nation in fundraising. Institutionalizing DEI across the UW is being embraced by the Communications committee. She also spoke to her upcoming transition off the KUOW Board.

**V. Topics for Full Board Meeting Agenda**

Ms. Kioko suggested that Mr. Alexander provide a short presentation to the Board about the new direction of creating a philanthropic culture across all of KUOW.

**VI. Adjournment**

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 5:06 PM.

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