



KUOW, Reach & Resource Committee: August 22, 2022 Meeting - Please confirm your availability

KUOW

Aug 22, 2022 at 4:00 PM PDT to Aug 22, 2022 at 5:30 PM PDT

Agenda

Committee Purpose

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

- (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;
- (3) Help to identify strategies, develop best practices and methods, and promote community events;
- (4) Perform such other functions 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

I. Welcome & Call to Order 4:00 PM

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of March 16 & May 18, 2022, Reach & Resource Committee Meeting Minutes

C. Overview of Meeting

II. Committee Business

A. NPR New Branding 4:05 PM

Presenter: Kerry Swanson

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B. Review Engagement Form Idea for New Year 4:20 PM

III. Station Business Report 4:30 PM

Presenter: Steve Alexander

A. Discuss Board Monthly Engagement Newsletter

B. Reach & Resource Departments Updates?

IV. Other Business 5:15 PM

A. Topics for Full Board Meeting Agenda

1. 9/22/22 BOD Meeting

V. Public Comment/Executive Session 5:25 PM

VI. Adjourn

Date of Next Meeting : October 19, 2022



APPROVED KUOW, Reach & Resource Committee: August 22, 2022 Meeting Minutes

KUOW – Zoom & In-Person | Aug 22, 2022 at 4:00 PM PDT

In-Person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle WA 98105

Virtual Location: Zoom

Attendance

Members Present:

Ryleigh Brimhall, Shawnteasha Kirkwood-Coleman

Members Present (Remote):

Steve Alexander, Virginia Anderson, David Iyall, Caryn Mathes, Claire O'Donnell, Kerry Swanson

Members Absent:

Michelle Merriweather, Wassef Haroun, Christopher Jay, Filiz Efe McKinney, Fieta Robinson

Guests Present (Remote):

Rashad Brown, Rose Gear, Michaela Gianotti, Zaki Hamid

I. Welcome & Call to Order

Mrs. O'Donnell started the meeting at 4:11pm

A. Invitation to Disclose Possible Conflicts of Interest

Mrs. O'Donnell asked for members to disclose conflicts of interest and none were submitted.

B. Approval of March 16 & May 18, 2022, Reach & Resource Committee Meeting Minutes

Due to a lack of committee quorum, the Reach & Resource Draft Committee Minutes were not voted on until the next committee meeting.

II. Committee Business

A. NPR New Branding

Mr. Swanson gave an overview on the new NPR Network initiatives and answered questions. Topics covered included audience, branding, and donor giving and the branding timeline.

III. Station Business Report

A. Reach & Resource Departments Updates

Mr. Alexander, Ms. Gianotti, Mr. Hamid, and Mr. Brown shared an overall fundraising, marketing, and community engagement presentation summarizing fundraising performance and key departmental highlights.

IV. Other Business

A. Topics for Full Board Meeting Agenda

Mrs. O'Donnell proposes key Board activities are brought up at the September meeting and NPR Network Presentation.

V. Public Comment/Executive Session

There was no public comment or executive session made at this meeting.

VI. Adjourn

Mrs. O'Donnell adjourned the meeting at 5:30pm.