I. Welcome and Call to Order
   
   Mr. McGovern called the meeting to order at 3:32 PM
   
   A. Invitation to Disclose Possible Conflicts of Interest
      
      There was no conflict of interests.
   
   B. Overview of Meeting Purpose
      
      He provided an overview of the objectives and purpose of the meeting.
   
   C. Approval of January 31, 2022, SPC Meeting Minutes
      
      Motion:
      
      Mr. McGovern called for the approval of the minutes of the January 27, 2022 Strategic Planning Committee Meeting.
      
      Motion moved by Virginia Anderson and motion seconded by Claire O'Donnell.
      
      With no objections, the minutes were approved as presented.

II. Station Business
   
   A. Deep Dive: Audience Research with Jennifer & Michaela
      
      Mr. McGovern facilitated a review and discussion of Jennifer Strachan, Chief Content Officer, and Michaela Gianotti, Director of Marketing, the upcoming Audience Research Overview with the Committee. The goals of this project focused on who is KUOW's audience, how to optimize its content for that audience, and how to does can this data be integrated into the Strategic Impact Framework and North Star.
B. **SPC Budget Deep Dive Presentation**

Ms. Mathes presented on Strategic Impact Framework FY22 Update. She highlighted each of the outcome's successes and what is the works for the initial planning phase for FY23.

III. **Committee Business**

A. **Board Retreat Update - May 21, 2022**

Mr. McGovern provided a brief update on the upcoming Board Retreat.

IV. **Adjournment**

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 4:57 PM.