



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 20, 2021
3:30 – 5:00 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJAldeGqqzMtHNdM5EtpHZBVckmCw11NfLoI>

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

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) How do we bridge the gap between the interested members and the committee purpose?

AGENDA

3:30-3:35 pm <i>5 min</i>	1. Welcome and Call to Order	Filiz Efe McKinney
	2. Invitation to Disclose Possible Conflicts of Interests	
	3. Approval of Committee Minutes	Exhibit 1
	4. Overview of Meeting	
3:35-3:50 pm <i>10 min</i>	5. Collaborations	Steve Alexander
	➤ Development Staff Updates	
	6. Audience Development Updates	Exhibit 2
3:50-4:50 pm <i>60 min</i>	➤ FY22 YTD Business Support	Courtney Miller
	➤ FY22 YTD Membership	Rashad Brown
	➤ FY22 YTD Major Gifts	Steve Alexander
	7. Committee Business	Filiz Efe McKinney
4:50-4:55 pm <i>5 min</i>	➤ UW Foundation Update	Christopher Jay
	➤ Rethinking on Structure & Purpose	Filiz Efe McKinney
	➤ Informational Survey Results	
	8. Other Business	Filiz Efe McKinney

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.



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4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Annual Meeting Agenda ➤ Thursday, November 18, 4:30 PM – 8:00 PM	Filiz Efe McKinney
5:00 pm	10. Adjourn	Filiz Efe McKinney

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 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 October 21st, 2021 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Virginia Anderson (Vice Chair), Connie Kravas, Caryn Mathes (GM/Pres) and Sharon Kioko

ALSO ATTENDING (STAFF): Steve Alexander, Rashad Brown, Fieta Robinson (Board Liaison) and Ryleigh Brimhall

I. Call to Order

Ms. McKinney called the meeting to order at 3:40 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 18, 2021, Development Committee Meeting. A motion was duly made by Ms. Anderson and seconded by Ms. Kravas. With no objections, the minutes were approved as presented.

III. Station Business Report

Mr. Alexander updated on five-month campaign with NPR & fifteen local stations across the country focused on disinformation and it ended with an hour-long event with over 600 attendees. Philanthropy and Membership leadership collaborated on matching donations of \$230,000 from current donors for the Fall Pledge Drive to encourage larger donations and new members. He provided a brief update hiring process to fill the vacant positions in Philanthropy.

IV. Audience Development Updates

FTD FY22 Business Support Highlights

Mr. Alexander presented a Business Support Report. Business Support FYTD Actuals, at \$990,228 surpassed of the FYTD Goal of \$932,000.

FTD FY22 Membership Highlights

Mr. Brown presented a Membership Report. Membership FYTD Actuals, at \$2,026,022, short of the FYTD Goal of \$2,466,000.

FTD FY22 Philanthropy Highlights

Mr. Alexander presented a Philanthropy Report. Major Gifts FYTD Actuals, at \$310,690, surpassed the FYTD Goal of \$210,998.

V. Committee Business

UW Foundation Updates

There was no UW Foundation Update at this time.



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APPROVED MINUTES

Rethinking on Structure & Purpose

Ms. McKinney led a discussion on potential changes in structure and purpose of the committee to close the gap with board member engagement and investment.

VI. Topics for Annual Board Meeting Agenda

Ms. McKinney suggested to provide an updated staff list and board pledge form for the Annual Meeting.

VII. Adjournment

With no more business to address, Ms. Anderson adjourned the Development Committee meeting at 5:09 PM.

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