



KUOW, Joint EXEC & FIN June 6th Meeting

KUOW

Thursday, June 6, 2024 at 4:30 PM PDT to Thursday, June 6, 2024 at 6:00 PM PDT

Agenda

I. Welcome & Call to Order

4:30 PM

Presenter: Andy McGovern

A. Board Engagement Through an Equity Perspective

We encourage all Board members to consider these guiding questions as they engage in their work:

- *What would be my default decision or solution in this situation?*
- *Who benefits from this default approach?*
- *Whose perspectives are missing?*
- *What steps will I take to make a more equitable decision or design a more equitable solution?*

B. Invitation to Disclose Possible Conflicts of Interest

C. Overview of Meeting Purpose

To move the FY25 Capital and Operating Budget to the Full Board for a vote to approve.

D. Invitation for Additional Topics

E. Approval of April Meeting Minutes

1. April 11th & May 23rd FIN Meeting Minutes

We need a motion and vote from **only** the members of the **Finance Committee**.

2. April 16th EXEC Meeting Minutes

We need a motion and vote from **only** the members of the **Executive Committee**.

II. Committee Business

4:35 PM

Committee Summaries

A. Diversity, Equity, and Inclusion

1. May 2nd Draft Minutes

2. Exhibits

B. Governance Committee

1. May 9th Draft Minutes

C. Joint FIN and R&R

1. May 23rd Draft Minutes

2. Exhibits

D. Executive Committee

1. UW Foundation Update

III. Station Business

A. FY25 Capital & Operating Budget Presentation

4:50 PM

Presenters: Caryn Mathes, Kerry Swanson, Jessica Dial

Presentation = 30 minutes

Q&A = 20 minutes

B. UUR Dashboard

5:40 PM

Presenter: Kerry Swanson

C. Financial Summary

D. Racial Equity Team Update

5:45 PM

Presenter: Fieta Robinson

IV. Additional Topics

A. Items for the Board Meeting Agenda

V. Upcoming Meetings

Board Mtg In-Person

- Thurs. June 27
 - 4:30 - 6:30PM

Staff Ice Cream Social @ the Station

- Wednesday, July 24
 - Time: TBD

GOV

- Thurs. July 11th
 - 3:00 - 4:30PM
- Tues. Aug 27
 - 3:00 - 4:30PM

R&R

- Mon. Aug 5th
 - 3:30 - 5:00PM

DEI

- Thurs. Aug 8th
 - 3:30 - 5:00PM

FIN

- Thurs. Aug 22nd
 - 3:30 - 5:00PM

VI. Public Comment

5:50 PM

VII. Executive Session

Brief update on the progress of the CEO Assessment.

VIII. Adjournment

5:55 PM



APPROVED KUOW, Joint EXEC & FIN Committee Meeting Minutes

KUOW – Virtual & In-Person | Thursday, June 6, 2024 at 4:30 PM PDT

In-Person Location | Rita Koontz Community Center, 1121 NE 45TH St. Seattle, WA 98105

Virtual Location | Zoom

Attendance

Members Present: Mark Ashida, David Chan, Irwin Goverman, Randy Hodgins, Christopher Jay, David Landau, Heidi de Laubenfels, Caryn Mathes, Andy McGovern, Claire O'Donnell, Raina Wagner

Members Absent: Ian Warner, Sarah Norris Hall

Staff Present: Ryleigh Brimhall, Fieta Robinson, Kerry Swanson, Annette Promes, Jessica Dial, Marshall Eisen

Members of the Public: n/a

- I. **Welcome & Call to Order** | Mr. McGovern called the meeting to order at 4:36 PM.
 - a) Board Engagement Through an Equity Perspective
 1. Mr. McGovern had the Committee silently read and reflect upon the DEI questions centered on equity for the meeting and in discussion.
 - b) Invitation to Disclose Possible Conflicts of Interest
 1. Mr. McGovern asked the Committee to disclose any conflicts of interest. None were expressed.
 - c) Overview of Meeting Purpose
 1. Mr. McGovern gave the Committee time to review the meeting agenda. The Meeting's purpose was to move the FY25 Capital and Operating Budget to the Full Board for a vote to approve.
 - d) Invitation for Additional Topics
 1. Mr. McGovern asked the Committee for any additional topics for the meeting. No additional topics were added, but in the interest of time, Mr. McGovern changed the order of the meeting, and the FY25 Budget presentation moved up in the agenda ahead of the Committee Updates.
 - e) Approval of Apr 11th & May 23rd Finance Committee Meeting Minutes
 1. Mr. Ashida called for a motion to approve the April 11th Finance Committee meeting minutes.
 2. Motion moved by David Landau and motion seconded by David Chan. With no objections, the April 11th Finance Committee meeting minutes were approved.
 3. The Finance decided to table the May 23rd FIN/R&R Minutes until the next Finance Committee Meeting.
 - f) Approval of Apr 16th Executive Committee Meeting Minutes
 1. Mr. McGovern called for a motion to approve the April 16th Executive Committee meeting minutes.

2. Motion moved by Mark Ashida and motion seconded by Heidi de Laubenfels. With no objections, the April 16th Executive Committee meeting minutes were approved.

II. Station Business | In the Station Business portion of the meeting, Mr. Swanson provided the Committee with an update on the Users, Usage, and Revenue (UUR) dashboard and went over the February Financial Summary. Ms. Robinson gave an update on the Racial Equity Team (RET).

- a) **FY25 Capital & Operating Budget Presentation |** Mr. McGovern had the Committee silently read the Executive Summary for the FY25 Budget Proposal.

Mr. Swanson shared with the Committee a review of the FY24 fiscal year and the proposal for the FY25 budget. KUOW projected that it would fall short of its FY24 income goal.

Revenue from philanthropy and membership had not met targets, and, monetizing digital-first content had proven slower and more challenging than anticipated, necessitating spending adjustments. Despite these efforts, a forecasted \$335,809 deficit remained on top of a \$2.9 million reserve draw approved by the board. This deficit was an improvement from previous forecasts due to continuous updates and adjustments.

To address this, KUOW had reduced projected FY25 operating costs by over \$2 million, primarily through the elimination of 8 staff positions (\$1 million) and cuts in software, services, travel, facilities, and other operational expenses (\$1 million). These reductions were designed to balance the organization's needs while ensuring financial sustainability.

In response to these learnings, the leadership team had identified three main priorities for FY25, aimed to reduce reserve drawdowns and achieve positive net income by FY27:

1. Expand Audience Reach:
 - a. Sustain the core broadcast audience while growing the on-demand, mobile-first listening audience.
 - b. Execute an audience development plan focusing on increasing mobile app downloads and broadcast audience share.
2. Enhance Partnerships:
 - a. Deepen existing partnerships and seek new ones to enhance sustainability, visibility, community impact, innovation, audience engagement, and social consciousness.
 - b. Distribute content produced by independent producers for financially mutual benefit
3. Develop a Cogent and Compelling Case for Support:
 - a. Elevate institutional giving (foundations) and transformational giving (major donors), leveraging KUOW's 75th Anniversary as a milestone opportunity.

The proposed FY25 budget reflected careful financial planning, aimed to reduce the reserve draw from \$2.9 million in FY24 to \$1.1 million. This reduction was part of the strategy to achieve positive net income by FY27. The budget was built on a thorough review of expenses, identifying savings and efficiencies while making necessary reductions in staff and operational costs.

The FY25 budget supported KUOW's Strategic Impact Framework, which focuses on being trusted, accessible, inclusive, and accountable to our communities while ensuring sustainability. Specific budget allocations and strategic initiatives aligned with this framework by creating and delivering content, audience engagement, financial sustainability, and, equity and inclusion.

To ensure alignment with strategic goals and financial sustainability, KUOW would closely monitor key performance indicators (KPIs) such as Audience Goals, Financial Health, Donor Metrics, and Community Engagement.

- b) **Users, Usage, and Revenue Dashboard & Financial Summary** | Since the UUR Dashboard and Financial Summary were highlighted in the FY25 Budget, there was no separate update.
- c) **Racial Equity Team Update** | Ms. Robinson gave a brief Racial Equity Team meeting to the Committee. The Culture Committee hosted a cultural event on June 17th for Juneteenth.

III. Committee Business | Mr. McGovern had the Committee read and review the Committee Summaries document and discuss key takeaways from the summaries. Below are the written summaries from the Committee Chairs.

- a) **Diversity, Equity, and Inclusion** | The DEI Committee held a good discussion about how to update board norms, including using a portion or all of DEI training for a norms workshop. The idea stemmed, in part, from the DEI training survey results that demonstrated that a 3 hour time commitment for DEI training is not feasible for the majority of the board.
- b) **Governance Committee** | The Governance Committee discussed the recruitment communication plan, including Chair reach out to former applicants, and the need for an informational survey of current board members.
- c) **Joint FIN and Reach & Resource** | Ms. Dial provided a brief Form 990 Update. Form 990 was completed and the approval of the public disclosure version on the KUOW Website. Mr. Alexander introduced Relationship-Based Giving and the KUOW Philanthropy Department. Mr. Albertson presented the Philanthropy Operating Principles and Engagement Methodology. Ms. Brimhall provided a brief update on the progress of the Engagement Form. Mr. Swanson provided a detailed look at the FY24 Year End Report & FY25 Budget Presentation.
- d) **UW Foundation** | Clyde and Sherrelle Walker were recognized as the 2024 Gates Volunteer Service Award recipients at the UW Recognition Gala on September 13. Both currently serve on the UWFB.

College of Engineering researchers presented on advancing disability inclusion with the Center for Research and Education on Accessible Technology & Experiences.

UW Foundation acknowledged the recent passing of Don E. Petersen, who helped establish the UW Foundation Board and co-lead the University's first campaign. Also celebrated the life and legacy of Nancy Evans with the NextGen Civil Leaders Corps, head of four featured speakers from the Evans School, three students, and Dean Jodi Sandfort.

Institutional updates shared, including:

1. FY25 Legislative session preview:
 - a. The operating budget asks for prioritizing \$2.5M for the UW School of Dentistry RIDE program, \$330K to ensure permanent funding for the Allen School of Computer Science Startup program, and a one-time UW Medicine training safety net and medical training support.
 - b. Capital asks for \$5M to modernize Chemical Sciences and Bagley Hall and \$48.9M for campus decarbonization projects.
2. Husky Giving Day Updates: \$1.9M raised in one day.
3. UWFB Form 990 submitted.

IV. Additional Topics | There were no additional topics added to the public portion of the meeting.

a) Items for the Board Meeting Agenda

1. The Committee decided to bring the FY25 Budget Presentation to the Full Board meeting.

V. Public Comment | Mr. McGovern asked if any members of the public were in attendance, either virtually or in person, to make public comments. There were no members of the public, and no public comment was made.

VI. Adjournment of Open Session | Mr. McGovern adjourned the public portion of the meeting to go into Executive Session at 5:47 pm.

VII. Executive Session | Mr. McGovern called for an Executive Session to discuss proprietary information regarding the CEO's Assessment. Mr. McGovern asked for Caryn Mathes and Kerry Swanson to be present for the discussion.

VIII. Adjournment of Executive Session | Mr. McGovern adjourned the Executive Session at 5:XX pm.