



KUOW, R&R Committee August 15 Meeting RSVP REQUIRED

KUOW

Aug 15, 2023 at 3:30 PM PDT to Aug 15, 2023 at 5:00 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

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

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

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

I. Welcome & Called to Order

3:30 PM

A. Welcome New C-Suite Staff Members!

B. Invitation to Disclose Possible Conflicts of Interest

C. Approval of Reach & Resource Committee May 2nd Meeting Minutes

D. Overview of the Meeting

II. Station Business Report

3:35 PM

A. R&R Staff Departments & Upcoming Opportunities for Engagements

B. Membership- Quarterly Pledge Drive Updates

1. June Quarterly Pledge Numbers

a. Successes/Challenges

2. September Quarterly Pledge Plan

a. What are we trying differently?

III. Committee Business

4:35 PM

A. 2023 Engagement Updates & Newsletter with Steve

IV. Other Business

4:50 PM

A. Topics for Exec & Board Meeting Agenda

V. Public Comment/Executive Session

4:55 PM

VI. Adjourn

VII. Next Meeting: Tues October 17, 2023



APPROVED KUOW, Reach & Resource Committee August 15 Meeting Minutes

KUOW – Virtual & In-Person | Aug 15, 2023 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Claire O'Donnell, David Iyall, Enrique Cerna, Connie Kravas, Andy McGovern, Caryn Mathes

Members Absent: Michelle Merriweather

Staff Present: Shawnteasha Crow, Fieta Robinson, Kerry Swanson, Ryleigh Brimhall, Steve Alexander, Zaki Hamid, Jemma Hovance, Annette Promes

Members of the Public: n/a

I. **Welcome and Call to Order** | Ms. O'Donnell called the meeting to order at 3:32 PM.

- a. Welcome New COO & CMO
 - i. Ms. Mathes gave a brief introduction of the new C-Suite members, Marshall Eisen (Chief Content Officer) and Annette Promes (Chief Marketing Officer).
- b. Invitation to Disclose Possible Conflicts of Interest
 - i. Directors were invited to disclose any conflict of interest. There were none.
- c. Invitation for Additional Agenda Topics
 - i. Ms. O'Donnell asked the Committee for additional agenda topics, but none were expressed.
- d. Approval of May 2nd Reach & Resource Meeting Minutes
 - i. Ms. O'Donnell asked for a motion to approve the May 2nd Meeting Minutes.
 - ii. **Motion** moved by David Iyall and motion seconded by Connie Kravas. With no objections, the May Minutes were approved.

II. **Station Business**

- a. Staff Department Updates
 - i. The Committee reviewed the Department Summaries from the Marketing, Philanthropy, Community Engagement, Business Support, and Membership departments. The Committee discussed the upcoming Fall Membership Drive. The focus of the Drive would be on diversifying the messaging around giving and becoming an Evergreen member. Community Engagement focused on recruiting and establishing the Community Advisory Board to get feedback from the community on the Station's content and storytelling. Community Engagement had recruited ten members to join and wanted to add three more members to complete the board.

III. **Committee Business**

- a. 2023 Engagement Updates & Newsletter Updates
 - i. Mr. Alexander briefly updated the committee on the lack of engagement in the past quarter. The Committee discussed different strategies for engagement events and what benchmarks would potentially need to be met for hosting an event where board members are expected to attend. The discussion also led to what has been successful so far with the upcoming September 14th event that has been hosted by another board member for their community.

IV. **Other Business**

- a. Topics for Exec & Board Meeting Agenda
 - i. The Committee wants to bring forward announcements and reminders for the September 14th Robinson's Event and the Upcoming Pledge Drive.

V. **Public Comment** | Ms. O'Donnell asked if any members of the public were in attendance wanting to comment virtually via Zoom or in person. There was no public comment made.

VI. Adjournment | Ms. O'Donnell adjourned the meeting at 4:34 PM.



RESCHEDULED KUOW, R&R Committee October 27 Meeting

KUOW

Oct 27, 2023 at 3:30 PM PDT to Oct 27, 2023 at 5:00 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

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

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

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

- | | |
|--|----------------|
| I. Welcome & Called to Order | 3:30 PM |
| A. Invitation to Disclose Possible Conflicts of Interest | |
| B. Approval of Reach & Resource Committee August 15th Meeting Minutes | |
| C. Overview of the Meeting | |
| II. Station Business Report | 3:35 PM |
| A. R&R Staff Departments & Upcoming Opportunities for Engagements | |
| ASYNC DOC For Staff Departments | |
| III. Committee Business | |
| A. 2024 Committee Goals and Structure | 3:55 PM |

1. Committee Charter Review

The focus of which shall include (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 and community events; (3) helping to identify *member acquisition*, engagement and fundraising strategies, inform best practices and methods, *and evaluate performance against the critical corresponding KPIs*; and (4) perform such other functions as 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

2. Plus & Deltas of R&R (Stop, Start, Continues)

[ASYNC R&R Stop, Starts, Continues](#)

B. 2023 Engagement Form Update (Bulk of the Meeting) 4:15 PM

1. Last Push for the End of Year

2. 2024 Engagement Form

IV. Other Business

A. Topics for Exec & Board Meeting Agenda 4:45 PM

B. Thank you to Connie! 4:50 PM

V. Public Comment/Executive Session 4:55 PM

VI. Adjourn



APPROVED KUOW, Reach & Resource Committee October 27 Meeting Minutes

KUOW – Virtual & In-Person | Oct 27, 2023 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Claire O’Donnell, Caryn Mathes

Members Absent: Enrique Cerna, David Iyall, Connie Kravas, Michelle Merriweather

Staff Present: Shawnteasha Crow, Fieta Robinson, Kerry Swanson, Ryleigh Brimhall, Zaki Hamid, Annette Promes

Members of the Public: n/a

I) Welcome & Called to Order

- a) Ms. O'Donnell called the meeting to order at 3:36 PM.
- b) Invitation to Disclose Possible Conflicts of Interest
 - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- c) Approval of Reach & Resource Committee August 15th Meeting Minutes
 - i) Due to the lack of quorum, the meeting minutes were not approved.

II) Station Business Report

- a) R&R Staff Departments & Upcoming Opportunities for Engagements
 - i) The Committee read and reviewed the Department summaries from the revenue departments and Community Engagement. The Membership department was in the membership drive, and Philanthropy was making strides in their portfolio management. Mr. Hamid discussed the new launch of a podcast in November, and Ms. Promes discussed the marketing of the podcast.

III) Committee Business

- a) 2024 Committee Goals and Structure
 - i) Committee Charter Review
 - (1) Ms. O'Donnell led a discussion on updating the Reach and Resource Committee Charter to add strategic planning principles.
 - ii) Plus & Deltas of R&R (Stop, Start, Continues)
 - (1) This topic was forwarded to the next meeting due to a lack of quorum.

b) 2023 Engagement Form Update

- i) The Committee discussed following up with Directors on finishing their engagement commitments. The Committee discussed reviewing the progress of the engagement form quarterly.

IV) Other Business

a) Topics for Exec & Board Meeting Agenda

- i) Ms. O'Donnell brought the discussion of the Board Engagement Plan and Planning for 2024 to the Executive Committee Meeting.

V) Public Comment/Executive Session

- a) No public members attended in-person or on Zoom, and no public comment was made. No executive session was called.

VI) Adjourn

- a) Ms. O'Donnell adjourned the meeting at 4:21 PM.



KUOW, R&R Committee January 25 Meeting RSVP REQUIRED

KUOW

Thursday, January 25, 2024 at 3:30 PM PST to 5:00 PM PST

Agenda

Committee Purpose

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 and community events;
3. helping to identify member acquisition, engagement and fundraising strategies, inform best practices and methods, and evaluate performance against the critical corresponding KPIs;
4. perform such other functions as 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

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

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

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

- | | |
|--|----------------|
| I. Welcome & Call to Order | 3:30 PM |
| A. Welcoming New Members | |
| B. Invitation to Disclose Possible Conflicts of Interest | |
| C. Approval of Reach & Resource Committee Meeting Minutes | |
| D. Overview of Meeting | |
| II. Station Business Report | 3:35 PM |
| A. UUR Update with Digital Team | |
| B. Updates from Reach & Resource Departments (Exhibit) | |
| III. Committee Business | |
| A. 2024 Engagement Plan | 3:50 PM |
| 1. 2023 Engagement Form Update | |

B. Brief 2024 Retreat Update	4:35 PM
C. 2024 Draft Workplan Review	4:40 PM
IV. Other Business	4:50 PM
A. Topics for Exec & Board Meeting Agenda	
V. Public Comment/Executive Session	4:55 PM

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.

VI. Adjourn

Date of Next Meeting- March 21st 2024

Upcoming Board Events & Activities

- Valentine's Cart | 2/13
- Summer Ice Cream Social | 7/24
- Staff Appreciation Breakfast | 8/21



APPROVED KUOW, Reach & Resource Committee January 25 Meeting Minutes

KUOW – Virtual & In-Person | Jan 25, 2024 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Laura Cañate, Wassef Haroun, Caryn Mathes, Andy McGovern, Claire O'Donnell, Lucrezia Paxson, Jamie Robinson, Kevin Schofield

Members Absent: Roshni Naidu

Staff Present: Rami Al-Kabra, Zaki Hamid, Ryleigh Brimhall, Shawnteasha Crow, Annette Promes, Fieta Robinson, Kerry Swanson

Members of the Public: n/a

I) Welcome & Call to Order

- a) Ms. O'Donnell called the meeting to order at 3:33 PM.
- b) Welcoming New Members
 - i) Ms. O'Donnell welcomed all new directors to the committee and asked them to introduce themselves.
- c) Invitation to Disclose Possible Conflicts of Interest
 - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- d) Approval of Reach & Resource Committee Meeting Minutes
 - i) **Motion to Approve the October 27 Reach & Resource Committee Minutes:**
Ms. O'Donnell called for a motion to approve the October 27 Meeting minutes. Motion moved by Lucrezia Paxson and motion seconded by Wassef Haroun. With no objections, the meeting minutes were approved.
- e) Overview of Meeting
 - i) Ms. O'Donnell provided a brief overview of the meeting.

II) Station Business Report

- a) UUR Update with Digital Team
 - i) Ms. O'Donnell welcomed Mr. Swanson and Mr. Al-Kabra to discuss the current Users, Usage, and Revenue trends and to give an update on the digital initiatives. Mr. Swanson shared with the Committee insights on the current trends impacting UUR and the progression of the FY24 UUR goals. Mr. Al-Kabra then presented to the Committee a walkthrough of the potential new KUOW website. The updates to the website were designed to increase the audience's usage of the website and to fit better on mobile devices.

Key differences made by the Digital Team were content order of stories, recommended content following stories, and a change in overall aesthetic design overhaul. The Digital Team plans to facilitate A/B testing to measure and collect feedback on the site, returned visitors, the number of articles read, and the number of minutes listened are key indicators that will be measured. The KUOW mobile app would be the next project for the team once the website was solidified.

b) Updates from Reach & Resource Departments

- i) Ms. O'Donnell then had the Committee take time to read the revenue-generating department summaries. The revenue-generating departments are donor engagement (a combination of philanthropy and membership departments), marketing, and business support. Additionally, community engagement provided a summary to expand on the reach within the community. The Committee discussed the marketing advertising and branding guide 'personas', typecasts of how marketing broke up KUOW's audience to provide more targeted content and advertisements. Within donor engagement, the team is preparing for the March 2024 spring pledge drive and plans on testing different streaming options for listeners.

III) Committee Business

a) 2024 Engagement Plan

- i) Ms. O'Donnell led the Committee through a discussion of planning the 2024 Engagement Plan. Ms. O'Donnell shared that in 2023, there was a low number of completed engagement plans. Some opportunities for growth that the Committee discussed were tracking the completed engagement opportunities and presenting the Board with a shorter, more focused list of engagement opportunities. The Committee discussed creating engagement opportunities at Board meetings, and the Board retreat since those events have high in-person attendance.

b) Brief 2024 Retreat Update

- i) Mx. Brimhall gave an overview of the March 2024 Board Retreat. The planning committee is finalizing the agenda and conversation topics and the event will be hosted at the Intellectual House.

c) 2024 Draft Workplan Review

- i) Ms. O'Donnell led the Committee through the 2024 workplan. The workplan included UUR key performance indicators, quarterly pledge drives, staff and Board engagement events, and other upcoming events. The Committee did not have any additional feedback and the workplan will move to the Executive Committee for review. The Committee will update the work plan with key events for ambassadorship once the Community Engagement emphasizes important events.

IV) Other Business

- a) Topics for Executive & Board Meeting Agenda
 - i) Ms. O'Donnell decided to bring the topics of the Board Engagement Form
And 2024 work plan to the Executive Committee.

V) Public Comment/Executive Session

- a) There were no members of the public in attendance virtually or in person, and no public comment was made. There was no executive session was called.

VI) Adjourn

- a) Ms. O'Donnell adjourned the meeting at 4:58 PM.



RESCHEDULED KUOW, R&R Committee April 1st Meeting

KUOW

Monday, April 1, 2024 at 4:00 PM PDT to Monday, April 1, 2024 at 5:30 PM PDT

Agenda

Committee Purpose

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 and community events;
3. helping to identify member acquisition, engagement and fundraising strategies, inform best practices and methods, and evaluate performance against the critical corresponding KPIs;
4. perform such other functions as 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

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

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

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

- | | |
|--|----------------|
| I. Welcome & Call to Order | 4:00 PM |
| A. Invitation to Disclose Possible Conflicts of Interest | |
| B. Approval of Reach & Resource Committee Meeting Minutes | |
| C. Overview of Meeting | |
| II. Committee Business | 4:05 PM |
| A. 2024 Engagement Plan | |
| 1. 2024 Engagement Form Update | |
| B. 2024 Finalize Workplan Review | |
| III. Station Business Report | 4:30 PM |
| A. KUOW Staff Leadership Retreat Update | |
| B. Updates from Reach & Resource Departments (Exhibit) | |

IV. Other Business

A. Topics for Exec & Board Meeting Agenda

V. Public Comment

4:55 PM

VI. Open Meeting Adjourn

VII. Executive Session Called

5:00 PM

Meetings of the Board of Directors and Board Committees or portions of those meetings at which matters relating to individual employees, proprietary information, or litigation, or certain 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 operations or business interests of KUOW may be closed to the public pursuant to 47 USC sec 396(k)(4).

VIII. Executive Session Closed

Date of Next Meeting- May 23 2024 Joint with FIN (1st Budget Meeting)

Upcoming Board Events & Activities

Summer Ice Cream Social | 7/24

Staff Appreciation Breakfast | 8/21



APPROVED KUOW, Reach & Resource Committee

April 1 Meeting Minutes

KUOW – Virtual & In-Person | Apr 1, 2024 at 4:00 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Mark Ashida, Laura Cañate, Randy Hodgins, David Iyall, Christopher Jay, Claire O'Donnell, Lucrezia Paxson, Jamie Robinson, Kevin Schofield, Caryn Mathes, Andy McGovern, Wassef Haroun

Members Absent: Roshni Naidu

Staff Present: Ryleigh Brimhall, Annette Promes, Kerry Swanson, Shawnteasha Crow

Members of the Public: n/a

I) Welcome & Call to Order

- a) Ms. O'Donnell called the meeting to order at 4:03 PM.
- b) Welcoming New Members
 - i) Ms. O'Donnell welcomed all new directors to the committee and asked them to introduce themselves.
- c) Invitation to Disclose Possible Conflicts of Interest
 - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- d) Approval of Reach & Resource Committee Meeting Minutes
 - i) **Motion to Approve the Reach & Resource Committee Minutes:**
Ms. O'Donnell called for a motion to approve the August 15 R&R, October 11 SPC, and January 25 R&R Meeting minutes. Motion was moved by Kevin Schofield and motion was seconded by Jamie Robinson. With no objections, the meeting minutes were approved.
- e) Overview of Meeting
 - i) Ms. O'Donnell provided a brief overview of the meeting.

II) Committee Business

- a) 2024 Engagement Plan
 - i) The Committee reviewed the 2024 Engagement Plan. The Committee discussed the various ways that the Board can support the Station and the GM. The next step for the Committee is to finalize the language of the form and to bring it to the full Board for review and feedback.

b) 2024 Engagement Form Update

- i) Ms. O'Donnell welcomed Ms. Mathes and Ms. Promes to share information about the Bloomberg Grant and the Board's involvement based on the stipulations of the grant. The grant will support KUOW's participation in the Trust Project, support the Station in communicating and connecting with its audiences, and further transparency and trust.

c) 2024 Finalize Workplan Review

- i) Ms. O'Donnell led the Committee in reviewing the department summaries. The summaries represent the following departments: Community Engagement, Marketing, Donor Engagement, and Business Support. The Committee then asked Annette Promes questions based on the summaries provided.

III) Station Business Report

- a) Ms. O'Donnell invited Mr. Swanson and Ms. Mathes to share the results of the KUOW Leadership Team retreat with the Committee. The Committee read the Executive Summary of the retreat notes, and the three priorities for growth were audience development, partnerships, and institutional and transformational giving. The Committee discussed KUOW's communication with potential donors and partnerships within and outside of UW.

b) Updates from Reach & Resource Departments

- i) Ms. O'Donnell then had the Committee take time to read the revenue-generating department summaries. The revenue-generating departments are donor engagement (a combination of philanthropy and membership departments), marketing, and business support. Additionally, community engagement provided a summary to expand on the reach within the community. The Committee discussed the different opportunities with large-scale grants with philanthropy and the new businesses that were working with Business Support.

IV) Other Business

a) Topics for Executive & Board Meeting Agenda

- i) Ms. O'Donnell decided to bring the Board Engagement Form Update to the Executive Committee.

V) Public Comment

- a) There were no members of the public in person or virtually, and no public comment was made.

VI) Open Session Adjourn

- a) Ms. O'Donnell adjourned the public portion of the meeting at 5:08 PM.

VII) Executive Session

- a) Ms. O'Donnell called for an executive session of the committee to discuss personnel, budget, and proprietary matters. No actions or decisions were made. The executive session adjourned at 5:37 PM.



KUOW, Joint FIN and R&R Committee May 23 Meeting

KUOW

Thursday, May 23, 2024 at 3:30 PM PDT to Thursday, May 23, 2024 at 5:30 PM PDT

Agenda

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

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

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

- | | |
|--|----------------|
| I. Welcome & Call to Order | 3:30 PM |
| A. Invitation to Disclose Possible Conflicts of Interests | |
| B. Approval of April 11, 2024 FIN Meeting Minutes | |
| C. Approval of April 1, 2023 R&R Meeting Minutes | |
| II. Committee Business | |
| A. Form 990 Update | 3:35 PM |
| B. Revenue Generating Presentation | 3:40 PM |
| C. Engagement Form Update | 4:10 PM |
| D. Department Updates (Exhibit) | 4:15 PM |
| III. FY24 Budget Presentation | 4:20 PM |
| A. FY24 Year End Report & FY25 Budget Presentation | |
| B. Q&A | |
| IV. Next Upcoming Meetings | |
| A. Next FIN/EXEC Meeting- June 6 2024 | |
| B. Next FIN Meeting- August 22, 2024 | |
| V. Public Comment/ Executive Session | 5:25 PM |
| VI. Adjourn | |



APPROVED KUOW, Joint FIN and R&R Committee May 23 Meeting Minutes

KUOW – Virtual & In-Person | May 23, 2024 at 3:30 PM PDT In-Person Location
| Rita Koontz Community Center Virtual Location | Zoom

Attendance

Members Present: Laura Cañate, David Chan, Sarah Norris Hall, Wassef Haroun, Caryn Mathes, Andy McGovern, Jamie Robinson, Kevin Schofield

Members Absent: Mark Ashida, Irwin Goverman, Randy Hodgins, Christopher Jay, David Landau, Roshni Naidu, Claire O'Donnell, Lucrezia Paxson

Staff Present: Steve Alexander, Ryleigh Brimhall, Jessica Dial, Annette Promes, Fieta Robinson, Kerry Swanson, Matt Albertson, Marshall Eisen, Zaki Hamid, Gina Kilbridge, Amanda Winterhalter

Members of the Public: n/a

I) Welcome and Call to Order

Ms. Cañate called the meeting to order at 3:38 PM

a) Invitation to Disclose Possible Conflicts of Interest

i) Ms. Cañate asked the Committee to disclose any possible conflicts of interest, and none were expressed.

b) Approval of Draft Committee Minutes

i) Motion to Approve FIN April 11, 2024 Committee Meeting Minutes:

The April 11th Finance Committee Meeting Minutes were not approved due to lack of quorum.

ii) Motion to Approve R&R April 1, 2024 Committee Meeting Minutes:

Ms. Norris Hall called for a motion to approve the April 1, 2024 R&R Draft Minutes. Motion moved by Laura Cañate and motion seconded by Wassef Haroun. With no objections, the minutes were approved

II) Committee Business

a) Form 990 Update

i) Ms. Dial provided a brief Form 990 Update. The Form 990 was completed and the approval of the public disclosure version on the KUOW Website.

b) Revenue Generating Presentation

- i) Mr. Alexander introduced Relationship-Based Giving and the KUOW Philanthropy Department. Mr. Albertson presented on the Philanthropy Operating Principles and Engagement Methodology. Mr. Alexander further explained Annual Giving/Membership goals and objectives, including acquiring new donors, retaining/renewing current donors, converting donors to monthly givers, upgrading donors to mid or major donors, and marketing planned giving/bequests/legacy giving. He also listed Annual Giving/Membership tactics and strategies, such as campaigning, "Always on Marketing", audience personas, audience segmentation, digital automation, and data overlap/appends.

c) Engagement Form Update

- i) Mx. Brimhall provided a brief update on the progress of the Engagement Form. Revenue Generating Presentation

d) Department Updates (Exhibit)

- i) Due to time constraints and the majority of the Department Updates were covered in the Revenue Generating Presentation, the committee decided to review more deeply in their own time.

III) FY24 Budget Presentation

a) FY24 Year End Report & FY25 Budget Presentation

- i) Mr. Ms. Norris Hall welcomed Mr. Swanson to present to the Committee a review of the FY24 fiscal year and the proposal for the FY25 budget. KUOW projected that it will fall short of its FY24 income goal. To address this shortfall, KUOW reduced FY2025 operating costs by \$2 million. \$1 million came from the elimination of 8 current staff positions, and an additional \$1 million came from cost reduction in software, outside services, travel, training, facilities services, and other operational expenses. Some of the lessons learned from FY24 were digital native audience membership, obtaining new users from NPR Network, underwriting sponsorship growth, and overall membership growth was slower than expected. The FY25 priorities were.
 - (1) KUOW needs to expand the "top of the funnel," i.e., the number of listeners. To support this, KUOW will articulate its audience development plan to sustain the core broadcast audience and grow the on-demand, mobile-first listening audience. A core strategy of this audience development plan will be to expand monetizable, on-demand content and digital infrastructure for mobile-first listening.

- (2) KUOW will expand its capacity through partnerships and will define its partnership strategy. This will include partnerships at many levels of the organization and may include sharing business operations with like organizations (such as KNKX), deepening partnerships with related organizations such as Town Hall, Seattle Arts and Lecture, Fremont Abbey, etc, distributing content produced by independent producers, seeking out transformational major gifts in partnership with KNKX, investigating business partnerships/shared resources with other public media, and, partnering with high schools and/or colleges with signals and online presence
- (3) KUOW will develop an updated and compelling case for support that shares the ROI the station delivers. This will be particularly relevant for institutional giving (foundations) and transformational giving (major donors).

Mr. Swanson shared that the key goal of the board's approval of the budget is to support the staff and station in reducing draw from reserves each year and achieving positive net income by FY2027.

Due to the lack of the Finance Committee member quorum, management requested from those members present that the budget draft should move forward to the Executive Committee under the auspices of finance. There were no objections from those members.

IV) Public Comment

- a) There were no members of the public in person or virtually, and no public comment was made.

V) Adjourn

- a) Ms. Norris Hall adjourned the meeting at 5:20 PM.

FY25 PROPOSED REVENUE & EXPENSE OVERVIEW

	FY23 Actuals	FY24 Budget	FY24 Projected Actuals	FY23 Actuals vs FY24 Proj. Actuals	FY25 Budget	FY25 Budget vs FY24 Proj. Actuals	FY26 Extrapolation	FY25 vs FY26
REVENUE								
Business Support	4,362,538	4,490,000	4,490,000	2.9%	4,600,000	2.4%	5,165,000	12.3%
Donor Engagement	15,526,400	16,843,154	15,200,000	-2.1%	16,400,308	8.2%	17,015,915	3.4%
Institutional Giving					50,000		1,354,000	2608%
CPB	932,226	950,000	1,000,000	7.3%	1,010,000	1.0%	1,040,300	3.0%
Interest Income *	240,052	217,100	297,744	24.0%	290,000	-2.6%	298,700	3.0%
Univ. of WA	138,143	143,500	143,500	3.9%	147,805	3.0%	152,239	3.0%
Other Revenue	77,659	60,000	26,412	-66.0%	25,000	-5.3%	25,750	3.0%
Restrictions Released	80,073	50,000	50,000	0.0%	140,000	180.0%	140,000	0.0%
In-Kind Contributions & UW Support	157,994			0.0%				0.0%
Distrib from Long-Term Investment Pool		220,000	223,000	0.0%	195,000	-12.6%	190,000	-2.6%
Use of Retained Earnings	1,690,668	2,918,685	2,918,685	0.0%	1,109,001	0.0%	0	0.0%
TOTAL GROSS REVENUE	23,205,753	25,892,439	24,349,341	4.9%	23,967,114	-6.1%	25,381,904	11.0%
EXPENSES								
Personnel Expenses	14,482,002	16,210,095	15,854,204	9.5%	14,867,226	-6.2%	15,313,243	3.0%
Other Expenses	9,126,603	9,682,344	8,830,947	-3.2%	9,099,888	3.0%	9,372,885	3.0%
TOTAL EXPENSES	23,608,605	25,892,439	24,685,150	-4.6%	23,967,114	-2.9%	24,686,127	3.0%
NET INCOME	(402,852)	0	(335,809)	0	0	0	695,777	0