



Puget Sound Public Radio
 EXECUTIVE Committee Meeting
 Thursday, April 23, 2020
 4:30 PM – 6:00 PM

Location: KUOW, 2nd Floor Large Conference Room

Dial-In: +16692192599,,264167761# US (San Jose)

+16699006833,,264167761# US (San Jose)

Meeting ID: 264 167 761

Click Link to Join Zoom Meeting: <https://washington.zoom.us/j/264167761>

Meeting Objectives

- State of the Station Brief: Impact on Operations due to Pandemic
- Review 2020 work plans, timeline and goals
- Solidify agenda for the full meeting of the board on April 30, 2020

Specific Questions We Will Address

- How can we best support fundraising efforts or key initiatives?
- How does the current environment affect our committee work plans?
- Are we still on track for evaluating the GM’s performance?
- How will we move forward with this year’s board retreat?

AGENDA

4:30 -4:40 PM	1. Welcome and Call to Order 2. Meeting Objectives 3. Invitation to Disclose Possible Conflicts of Interests 4. Invitation for Additional Topics 5. Chairs’ Check in 6. Approval of the February 13, 2020 Meeting Minutes	Exhibit 1	Heidi de Laubenfels
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ACTION

4:40- 5:20 PM	7. Station Business ➤ YTD Financials & Cash Flow ➤ Update on COVID19 Related Resources Available to KUOW ➤ Revenue and Audience Campaign Efforts ➤ FY21 Budget Considerations ➤ <u>Request for Time on Board Agenda:</u> ○ State of the Station (15 min) ○ Cash Flow Tracking (5 min) ○ Revenue & Audience Campaign Efforts (10 min) ○ Audience Report (10 min) ○ YTD KPI/Dashboard Report Q&A (5 min) ○ FY21 Budget Considerations (10 min)	Exhibit 2a Exhibit 2b	Caryn Mathes Matt and Rashad
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5:20-5:30 PM	8. EXE Committee Business ➤ Review of Board Committees’ Workplan and Timelines ➤ GM Annual Performance Update	Exhibit 3a Exhibit 3b	Heidi de Laubenfels Andy McGovern
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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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5:30 - 5:47 PM	9. Committee Updates	
(5 min)	A. Strategic Planning (5:30– 5:35) ➤ Strategic Speaker Series Update	Irwin Goverman & Shauna Casey
(5 min)	B. Finance, Investment Subcommittee (FISC) Update (5:35 – 5:40) ➤ Investment Portfolio – Navigating Uncertainty?	Jon Schorr & Chris Jay
(2 min)	C. Development Committee Update (5:40 – 5:42) ➤ BOD Agenda Request: <ul style="list-style-type: none"> • Discuss elevator speech on what KUOW is doing during COVID-19. • Discuss with board members about socialization of strategic reframing themes with the community. 	Filiz Efe McKinney
(5 min)	D. Governance Committee Update (5:42-5:47) ➤ Board Retreat ➤ Board Committee Survey	Virginia A. & Sharon K.
5:47– 5:50 PM	10. Additional Topics/Comments	Heidi de Laubenfels
5:50 – 6:00 PM	11. Executive Session <i>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.</i>	Heidi de Laubenfels
6:00 PM	12. Adjourn	Heidi de Laubenfels

Next Committee Meeting

Thursday, June 11: Executive Committee, Joint w Finance

Upcoming PSPR BOD Meetings

Thursday, April 30: Board of Directors, 4:30 – 6:30 PM

Thursday, June 25: FY21 Budget Approval Meeting, 4:30 – 6:30 PM

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APPROVED MEETING MINUTES

KUOW Puget Sound Public Radio

EXECUTIVE COMMITTEE

THURSDAY, APRIL 23, 2020

4:30 PM – 6:00 PM

Upon notice duly given, the **EXECUTIVE COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) meeting was held virtually on April 23, 2020 via Zoom.

PRESENT: Heidi de Laubenfels (Chair), Andy McGovern (Vice Chair & Secretary), Jon Schorr (Treasurer), Mark Ashida (IPC), Caryn Mathes (President), Randy Hodgins, Irwin Goverman, Filiz Efe McKinney, Randy Hodgins, Christopher Jay, Virginia Anderson, Sharon Kioko and Shauna Causey

ABSENT: None

ALSO ATTENDING: Fieta Robinson, Ryleigh Brimhall, Matt Albertson, Jennifer Strachan, Janice McKenna and Stewart Meyer

I. Meeting Called to Order & Announcements

Chair Heidi de Laubenfels welcomed the Committee members. The meeting was called to order at 4:31 PM. There were no Conflicts of Interest. Ms. de Laubenfels welcomed additional topics to the agenda; she added one topic for Mr. Goverman to discuss potential Board work outside of Board Meetings.

II. Approval of Minutes

Ms. de Laubenfels then called for the approval of the Minutes of February 13, 2020 Executive Committee meeting. Jon Schorr moved to approve, Irwin Goverman seconded; the motion was carried, the Committee approved the minutes as presented.

III. Station Report

YTD Financials & Cash Flow

Ms. Mathes presented the YTD financials and cash flow through March 2020. She reported that YTD revenue projections through June 30 forecasts are at 94% of the total net revenue goal. The year-end revenue position varies by area with Membership Giving at 100% of goal; Major Gift Philanthropy at 65% of goal; Business Support at 90% of goal.

Ms. Mathes gave a report on the reduction of costs to align forecasts with current revenue projections. KUOW has frozen all but one planned hire and has reduced budgeted spending by \$1,212,300 between now and the end of our fiscal year (June 30). These cuts will require Management and the team to re-envision the output and how the work is done and press forward without abandoning our strategic goals. The picture could change, but as of March 31 projections to close FY20 just under **(-\$19,000)**. Management expects to enter FY21 with our Board-mandated 91-day cash operating margin intact.

Revenue and Audience Campaign Efforts

Membership

Mr. Meyer gave an overview of individual giving activities and Membership’s “We’re in this together” Campaign, “1-Day Drive to raise \$1million” Campaign, “Giving Tuesday” campaign, and “GiveBIG Wednesday” campaign. The goal is to raise \$1,000,000 by May 6, 2020.

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Major Gifts and Grants

Mr. Albertson spoke on Major Gifts Campaign to raise 1,200,000 by June 30. He spoke about Major Gifts “Top 400” campaign, well as the Emeritus Board Campaign and PSPR Governing Board participation with reaching its own goal. Major Gifts has submitted grant proposals to Facebook. The Campaign results thus far: \$429,140 pledged (36% to goal).

Business Support

Mr. Meyer spoke about the Business Support climate and its impact revenue. Primarily due to cancelations, Management expects a revenue shortfall of 38% from the YTD monthly goal. The Business Support team has leaned in on maintaining current clients offering to pivot their messaging and offering loyal, longtime supporters extra spots. They are also calling on businesses that need messaging right now and reaching out to offer non-profit supporters bonus spots. A new “thank you” campaign will be launched for our on-air and kuow.org business supporters.

Audience Engagement

Mr. Meyer discussed the expansion of audience engagement and adjust to new consumption habits. Marketing has ramped up to 1-2 emails a week to members. On average the weekly newsletter audience has grown by ~6,000 since January to 32K while maintaining a high open rate (28%). There have been massive digital gains across platforms. The average weekly KUOW.org users increased +242% from February to March. There has been increases in stream users and streaming sessions have increased +22% and +25% respectively. In March, KUOW Facebook posts was up +17% from the previous month; post engagement was up +97%. Podcast downloads across all products were up +89% (March over February) to 538K.

KUOW has expand to using YouTube and was approved as verified non-profit which allows the station to fundraise. Community Engagement and Events Team have pivoted to virtual events such as “That’s Debatable” and a new series called “Are We Going to Be OK?”.

IV. Committee Business

Ms. de Laubenfels requested, in the unpredictability time of COVID-19, that the Committees review their FY20 Work Plan and update as necessary. Ms. Mathes informed members that the Board and Committee meetings will continue to be open to the public via zoom registration.

GM Survey and Self Evaluation

Mr. McGovern stated that GM Performance Evaluation Survey is on schedule. Ms. Mathes will submit her self-evaluation to the board by April 29th, 2020.

Board Communication Taskforce

Mr. Goverman shared ideas for informal socialization with Board Members and for KUOW Staff and KUOW Board engagement. Using zoom, Mr. Goverman and Mr. Schorr will set up a date and time for a Virtual Happy Hour for Full Board of Directors. Ms. de Laubenfels will work Management to set up a panel for informal discussion between content staff and Board. Management will decide on topics for the Board to work on with KUOW Leadership.

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Strategic Planning Committee (SPC)

Ostara provided a distillation from first three strategic reframing speakers. One of the scheduled speakers was cancelled. Ms. Mathes is working on filling the last four speakers' slot. Due to the stay-in-place orders, May 16th strategic series speaker session topic and roundup has been decoupled from the Board Retreat. The Board will receive a notice of this change and a new meeting invite for the scheduled speaker.

Finance & FISC Update

Mr. Schorr and Mr. Jay gave a brief update on their work with the Investment Manager on building a socially responsible investment portfolio for KUOW. Directors will receive further information at the next board meeting on April 30, 2020.

Development Committee

Ms. McKinney shared that the Development Committee's primary goals has slightly shifted due to the current COVID-19 related socio-economic environment. Working with Management, the Development Committee is focused on the Pledge Drive, Major Donor and Emeritus Board Campaigns. She also spoke about options for converting the Annual Sound Voices Luncheon.

Governance Committee

Board Retreat

Dr. Kioko informed Members that the May 16, 2020 Board Retreat will be cancelled. She spoke about the factors that led to the decision and plan going forward. She proposed that the strategic reframing speaker series facilitator, The Ostara Group, provide a full distillation at the August SPC meeting; and facilitate a session on Board Norms at the September Board meeting. Dr. Kioko and Ms. Anderson requested that the September 24, 2020 board meeting be extended by a couple of hours, starting earlier in the day.

Board and Committee Check-In Survey

The members of the Governance Committee will check-in with board directors regarding their engagement on the board due to COVID-19 related situations impacting their time or focus. Directors will also receive a committee survey and will help inform the next board recruitment efforts and board leadership.

V. Adjournment

With no further business, Ms. de Laubenfels adjourned the meeting at 6:06 PM.

Respectfully Submitted by
Heidi de Laubenfels, Chair
Fieta Robinson, Board Liaison