



KUOW, Reach & Resource Committee: March 16, 2022 Meeting - Please confirm your availability

KUOW

Mar 16, 2022 at 3:30 PM PDT to Mar 16, 2022 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

Meeting Objectives

Finalize Workplan & Charter

I. Welcome & Call to Order

3:30 PM

Presenter: Claire O'Donnell

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of January 19, 2022, Reach & Resource Committee Meeting Minutes

C. Overview of Meeting

II. Committee Business

Presenter: Claire O'Donnell

A. Finalize 2022 Workplan

3:35 PM

B. Finalize Charter

4:00 PM

C. Committee Update

4:25 PM

Presenter: Claire O'Donnell

1. Opportunities & Expectation of Engagement

III. Station Business Report

4:35 PM

Presenter: Claire O'Donnell

A. FY22 YTD Audience Development Updates

B. "Wins of the Week"

IV. Other Business

Presenter: Claire O'Donnell

4:45 PM

V. Topics for Full Board Meeting Agenda

Presenter: Claire O'Donnell

4:50 PM

A. 4/28/22 BOD Meeting

VI. Public Comment/Executive Session

Presenter: Claire O'Donnell

4:55 PM

VII. Adjourn

Presenter: Claire O'Donnell

Date of Next Meeting : May 4, 2022



APPROVED KUOW, Reach & Resource Committee: March 16, 2022 Meeting Minutes

KUOW & Zoom
Mar 16, 2022 at 3:30 PM PDT

Attendance

Members Present (Remote):

Michelle Merriweather , Virginia Anderson, Ryleigh Brimhall, Caryn Mathes, Filiz Efe McKinney, Claire O'Donnell, Fieta Robinson, Kerry Swanson

Members Absent:

Wassef Haroun, David Iyall

Guests Present (Remote):

Stephen Alexander, Rashad Brown, Michaela Gianotti

I. Welcome & Call to Order

Ms. O'Donnell called the meeting to order at 3:32PM.

A. Invitation to Disclose Possible Conflicts of Interest

There was no conflict of interests expressed.

B. Approval of January 19, 2022, Reach & Resource Committee Meeting Minutes

Motion:

Ms. O'Donnell called for the approval of the Minutes of January 19, 2022, Reach & Resource Committee Meeting.

Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney.
The motion was carried, the Committee approved the minutes as presented

II. Committee Business

A. Finalize 2022 Workplan

Motion:

Ms. O'Donnell called for the approval of the Reach & Resource 2022 Committee Workplan.

Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney.
The motion was carried, the Committee approved the workplan with amendments.

B. Finalize Charter

Motion:

Ms. O'Donnell called for the approval of the Reach & Resource Committee Charter. Motion moved by Filiz Efe McKinney and motion seconded by Michelle Merriweather . The motion was carried, the Committee approved the workplan with amendments.

- C. Committee Update (Presenters: Claire O'Donnell)
 - 1. Opportunities & Expectation of Engagement

Motion:

Ms. O'Donnell called for the approval of the Board Engagement Opportunities Form. Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney. The motion was carried, the Committee approved the workplan with amendments to the Exec Committee

III. Station Business Report

- A. FY22 YTD Audience Development Updates

Audience Development Updates

FTD FY22 Business Support Highlights

Business Support FYTD Actuals, at \$2,797,776 surpassed the FYTD Goal of \$2,496,000.

FTD FY22 Membership Highlights

Membership FYTD Actuals, at \$7,343,542, short of the FYTD Goal of \$7,659,000.

FTD FY22 Philanthropy Highlights

Philanthropy FYTD Actuals, at \$1,657,791, surpassed the FYTD Goal of \$1,798,039.

- B. "Wins of the Week"

KUOW Staff Departments highlighted on their departments' wins and accomplishments.

IV. Adjourn

With no further business, Ms. O'Donnell adjourned the meeting of the Reach & Resource Committee meeting at 4:51 pm.