



KUOW Puget Sound Public Radio  
DEVELOPMENT Committee Meeting  
Wednesday, January 22, 2020  
3:30 – 5:00 pm

Location: KUOW PSPPR, 2<sup>nd</sup> Floor Conference Room

Join from PC, Mac, Linux, iOS or Android: <https://washington.zoom.us/j/182980368>

Or iPhone one-tap:

US: +16468769923, 182980368# or +16699006833, 182980368#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 669 900 6833

Meeting ID: 182 980 368

International numbers available: <https://zoom.us/j/182980368>

## MEETING OBJECTIVES

- 1) Orient members to purpose and work of the Development Committee for 2020.
- 2) Review the updated Development Playbook and discuss how best to use it with the full Board.
- 3) Discuss how best to define “Board giving”.

## QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) Review the Development Committee 2020 Workplan and Purpose Statement. What questions do you have about the work of the committee?
- 2) How might the Development Playbook be used with the Board from year to year? Would current Board members benefit from revisiting the Playbook?
- 3) How might KUOW expand the definition of Board giving beyond monetary (i.e. “time, talent and treasure”)? What is your experience with how other non-profit organizations define or quantify “Board giving”?

## AGENDA

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"><li>1. <b>Welcome and Call to Order</b></li><li>2. <b>Invitation to Disclose Possible Conflicts of Interests</b></li><li>3. <b>Approval of October 9, 2019, Committee Minutes</b></li><li>4. <b>Overview of Meeting</b></li></ol>	Exhibit 1	Filiz Efe McKinney
3:35-3:55 pm <i>20 min</i>	<ol style="list-style-type: none"><li>5. <b>Development Committee 2020 Workplan</b><ul style="list-style-type: none"><li>➤ Development Committee Charter</li></ul></li></ol>	Exhibit 2 Exhibit 3	Filiz Efe McKinney
3:55-4:25 pm <i>30 min</i>	<ol style="list-style-type: none"><li>6. <b>Development Playbook</b><ul style="list-style-type: none"><li>➤ How best to use the playbook</li><li>➤ Major Gifts Liaison relationships</li><li>➤ Board giving – time, treasure and talent</li></ul></li></ol>	Exhibit 4	Filiz Efe McKinney & Karyn Andriesen

*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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4:25-4:50 pm <i>25 min</i>	<b>7. Committee Business</b> <ul style="list-style-type: none"><li>➤ Update on UW Foundation Board</li><li>➤ FY20 YTD Business Support Highlights</li><li>➤ FY20 YTD Individual Support Highlights</li></ul>	Filiz Efe McKinney Vivian Phillips Courtney Miller Karyn Andriesen
4:50-4:55 pm <i>5 min</i>	➤ <b>Other Business</b>	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	<b>8. Topics for Full Board Meeting Agenda</b> <ul style="list-style-type: none"><li>➤ Thursday, February 27, 4:30 pm</li></ul>	Filiz Efe McKinney
5:00 pm	➤ <b>Adjourn</b>	Filiz Efe McKinney

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**Next Committee Meeting**      March 18, 2020, at 3:30 pm

**Supporting Documents**

- Exhibit 1 – DEV Committee Meeting Minutes (October 9, 2019)
- Exhibit 2 – Development Committee 2020 Workplan
- Exhibit 3 – Development Committee Purpose Statement
- Exhibit 4 – Development Playbook

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**PUGET SOUND PUBLIC RADIO  
DEVELOPMENT COMMITTEE MEETING**

**JANUARY 22, 2020**

**3:30 – 5:00 PM**

**APPROVED MINUTES**

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held in the 2<sup>nd</sup> Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

**PRESENT:** Filiz Efe McKinney, David Roberts, Caitlin Duffy, Wassef Haroun and Ian Warner

**ABSENT:** Vivian Phillips, Rob Palmatier and Virginia Anderson

**ALSO ATTENDING:** Heidi de Laubenfels, Caryn Mathes (GM/Pres) and Fieta Robinson (Board Liaison)  
**(STAFF):** Michele Patience Stall, Matt Albertson, Melissa Laird, Hollie Seiler and Karyn Andriesen

**I. Call to Order**

Ms. Filiz Efe McKinney called the meeting to order at 3:36 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting and there was a brief introduction of committee members and staff.

**II. Approval of Committee Minutes**

Ms. McKinney called for the approval of the minutes of October 9, 2019, Development Committee Meeting. A motion was duly made by Mr. Warner and seconded by Mr. Roberts. With no objections, the minutes were approved as presented.

**III. Committee Business**

*2020 Work Plan*

The committee discussed their work plan and highlighted key events board members are highly encourage to participation. Management requested that Directors attend at minimum two key events per year.

Ms. Andriesen reported that the team is evaluating past fundraising events. Members were asked to send their feedback and ideas to help shape KUOW’s funding future. She spoke about the importance of board engagement linking their participation to the success with table sponsorships at the Sound Voices Luncheon. She shared guidelines for encouraging 100% board participation and goals.

*Development Playbook*

Ms. Mckinney and Ms. Anderson outlined the purpose of the Development Playbook. The Playbook is a resource to assist Directors with community engagement as an ambassador for KUOW. Members discussed the various ways for board members to engage– time, talent and or treasure, the value of their participation and the definition of board giving. All agreed that a one-pager created and proposed conducting a role-play session with the full board. Ms. Andriesen reminded Committee members to reach out to their Major Gifts Liaison for assistance or questions on the playbook.

**IV. Station Business**

*Individual Giving Report*

Ms. Andriesen gave an overview of the FY20 December revenue YTD breakout for Individual Giving and Major Gifts & Grants. She reported they are at \$2.45MM, which is 19% to their overall goal.

### *Business Support Report*

On the behalf of Ms. Miller, Ms. Andriesen presented FY20 December revenue against goals. She reported they have 2.79MM YTD billed which is 55% towards their FY20 goals. December billing was the largest in history at \$598K and this was with \$10K loss due to preemptions for live NPR coverage of impeachment inquiry. The team secured three large national renewals and six significant local renewals.

#### **V. Other Business**

Ms. Andriesen briefly spoke about KUOW social and digital pathway, highlighting the new email platform and dedicated personnel for social digital fundraising.

#### **VI. Adjournment**

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:58 PM.

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