



**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 2nd 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