



# KSER Foundation Board Meeting

Tuesday, January 13, 2015

KSER Studios, 2623 Wetmore Ave, Everett, WA

## MINUTES

**6:30**

### Call to Order

Board members present were: Mary Jane Brell-Vujovic, Brenda Mann Harrison, Ed Gasparini, Nina Martinez, Sandy Thompson, Heather Bennett, Marla Hamilton Lucas, Alan Jacobson, and Pam Somers  
Staff members present: Tom Clendening, Shayne Kraemer  
Guests present: Christopher Pease, Deb Dearie

### General Manager's Report

- The General Manager reviewed the pledge drives scheduled for 2015. All of them will be ten days long (Thursday through Saturday). The dates are: March 12-21, June 11-20, and September 17-26. There will be another sweepstakes in December 2015.
- The next Basic Broadcast class will be in mid-to-late February.
- We are applying to the Arthur N. Rupe Foundation for a \$27,500 grant to do public debates. We should hear back in 45 days.
- We are in discussions with Seattle Radio Theater about doing more joint projects like "The Man Who Came to Dinner," which we aired in December.
- We have picked the winners from the December sweepstakes. We had over 200 entries, and all but five made a contribution along with their entry.

### Treasurer's Report

Because the Treasurer and Bookkeeper have been finalizing the accounting system migration from Accounting Edge to Quickbooks, December 2014 financials for the month and year to date will be available at the February retreat. This will allow for making sure the statements are correct and include all year-end entries.

### Approval of December minutes

Nina moved that we approve the minutes for December's meeting. Heather seconded. There was no discussion. The minutes were approved with 8 in favor and 1 abstaining.

### New Business

- Ratify 2015 budget: The 2015 budget, which had been discussed last year and approved by a vote of the directors via email, was ratified. Ratification was moved by Marla and seconded Nina. There was no discussion. Ratification was approved unanimously.
- Introductions: We did a round of introductions. Deb Dearie, present as a guest, shared her 'KSER Moment'.

### KSER Mission

To enrich our community through local, independent public radio and other services dedicated to arts, education, ideas and civic engagement.

### KSER Vision

To be the preferred public radio stations for Snohomish and Island counties.

### KSER Strategic Goals

- Offer distinct community-focused programming and local voices on each station
- Increase community awareness of KSER/KXIR's unique local services
- Develop and cultivate stronger partnerships
- Strengthen our financial foundation
- Upgrade our technology and facilities

# KSER Foundation Board Meeting

Tuesday, January 13, 2015

- Development Plan: Shayne Kraemer presented the 2015 development plan, including ways for the board to participate. The plan aims to diversify revenue streams
- Commitment forms: Nina reviewed the forms, which allows individual directors to make their personal and financial commitments to the KSER Foundation. All board members turned in the various forms.

## Committee Reports

- Campaign: Brenda reported that we had a very good Brand Awareness meeting last Thursday, with many new participants who were enthusiastic and engaged.
- Endowment Committee: Marla reported that we got the results from the board survey. They have been forwarded to the committee. The committee could not have its planned meeting January 6 because of flooding. The committee will have its next meeting April 6.
- Long-Range Planning: Heather reported that we have the final version of our mission, vision and values statements. The new versions are Included in the minutes. We are working on a plan for Community Conversations for 2015, which the Community Advisory Board will review at the Jan. 20 meeting.

## Public Comment

Deb Dearie suggested that we could increase the membership to \$65 and stress the low daily cost. Chris Pease reported that since we have warm weather, all the plants are ahead of schedule.

**7:29**

**Adjourn**

Minutes submitted by Sandy Thompson, Secretary