



KSER Foundation Board Meeting

Tuesday, May 12, 2015

KSER Studios, 2623 Wetmore Ave, Everett, WA

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

6:30

Call to Order

Board members present were: Brenda Mann Harrison, Mary Jane Brell Vujovic, Sandy Thompson, Marla Hamilton Lucas, Alan Jacobson, Nina Martinez, and Pam Somers

Board members excused were: Ed Gasparini, Heather Bennett

Staff members present were: Tom Clendening

Guests present were: Chris Pease, Jim Pauley

General Manager's Report

- The summer pledge drive is scheduled to begin Thursday June 11, to run ten days. If we have not made the \$48,000 goal by then, it might be extended to 14 days, as the spring drive was.
- Because we have continued to fall short of budgeted revenue, we have made expense reductions in both staffing and programming. Other reductions are under investigation, and we are exploring additional strategies for increasing revenues.
- The Basic Broadcasting Class has begun, with fifteen students. Three of them are scholarship students from local schools.
- We have made several promotional agreements, which will give us table presence, banner placement at shows and logo placement on materials and websites. In exchange, we will do underwriting announcements and ticket giveaways.
- The General Manager reported on grant application activity, and on member and contributor statistics, so far in 2015.
- The board carried out "Project Thank You" after the spring pledge drive. Members who have not yet turned in their reports are encouraged to do so.

Industry News

The Senate passed CPB funding for the next two years.

A device called "Voltair" is able to increase a radio station's visibility to modern people meters. Smaller stations, which cannot afford the price of these units, are lobbying Arbitron to include them in the hardware they give stations.

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Financial Report

Individual contributions are running ahead of budget, but other income categories, including grants and underwriting, are short. Expenses are below budget, and should stay that way for the remainder of the year.

The board ratified its email approval of our Form 990. The motion was proposed by Mary Jane, seconded by Marla, and passed unanimously.

New Business

- Ratify approval of March minutes: The March minutes were approved via email. The motion to ratify that approval was presented by Marla and seconded by Sandy. It was approved with six votes in favor and one abstention.
- Motion to specify use of funds from the endowment account: The Budget and Finance Committee, together with the General Manager and the Board President, presented a motion to specify how endowment funds may be spent for our fundraising campaign and related marketing expenses. Marla presented the history of the board's actions from 2012 to the present, including investments in erecting the KXIR tower, hiring underwriting staff, and hiring Optimus Consulting to do a feasibility study and to help us with the campaign. The motion was read, amendments were made, and the final draft was moved by Sandy, seconded by Pam, and passed unanimously. The text of the motion, as amended and passed, is as follows:
“Move that the Board of Directors approve the use of endowment funds as necessary for cash flow purposes for campaign and related marketing expenses as follows:
 - **Campaign expenses, including consulting fees, up to the amount of \$48,000**
 - **Brand-awareness and marketing expenses, up to the amount of \$15,000****Further move that campaign and marketing expenses be tracked and reported separately from other expenses.”**

Committee Reports

- Board Development: Nina reported that Board Development has a goal of three new board members this year. We are looking for people with specific expertise, such as law and accounting.
- Comprehensive Campaign and Brand Awareness: Brenda reported on the work of both committees. Brand Awareness had a great brainstorming session and is moving forward to formulate the call to action. The Campaign Leadership Team has been refining the case statement and recruiting a “campaign cabinet” to give direction to the initial phases of the campaign. The cabinet will have its first meeting this Thursday. Board members are encouraged to participate in both efforts.
- Long-Range Planning: Brenda reported that we had excellent Community Advisory Board (CAB) participation in our five community conversations. The CAB's next meeting is in June, and we are looking forward to receiving recommendations from them. LRP will use its next meeting to sum up results and lessons from the community conversations, including recommendations for how to use the information and brainstorming other ways to engage the community. It will also work on determining success metrics for our strategic objectives.
- Board Goals: Brenda reviewed the most recent version of our Foundation goals and strategic objectives. It has been revised to emphasize the importance of strengthening our financial

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foundation and our partnerships. The board discussed several ideas to strengthen our programming with music and news & public affairs, and decided that we would add a goal of supporting staff providing programming that is inclusive and responsive to community needs. Specific language will be proposed before the next board meeting.

- Voice of the Community Awards: Ed will be taking the lead on VOCA this year. Nominations should be done by mid-July. We discussed the use of social media, and decided to have a process in place in time for the June newsletter.
- Board Self-Assessment: Nina discussed the results of the board self-assessment survey. The survey is still not completed by all board members.
- Take Five: Board members are encouraged to commit to providing staff with names and other relevant information on three potential underwriters and/or VOCA sponsors within a week.

Public Comment

Jim Pauley asked for more information about the comprehensive campaign.

Chris Pease discussed businesses he knows and asked how KSER does underwriting trades.

8:30

Adjourn

Minutes submitted by Sandy Thompson, Secretary