



# KSER Foundation Board Meeting

## Tuesday, January 14, 2014

Everett Public Library, Activity Room, Hoyt Ave., Everett, WA

### MINUTES

**6:45 Call to Order:** President Brenda Mann Harrison called the meeting to order.

Board members present were Brenda Mann Harrison; Pam Somers; Hayden Bixby; Heather Bennett; Marla Lucas; Cheryl Telford; Brad Goergen; Sandy Thompson; Bob Shoup and Ed Gasparini. Station Manager Tom Clendening and Development Manager Shayne Kraemer were also present. Board member Kari King was not present.

**6:50 Introductions and Public Comment: Guests**

Guests present included Thomas Green; Robin Nevan-McCaulley; and Nina Martinez.

**6:55 2014 Development Calendar Shayne Kraemer**

Shayne provided an overview of the handout detailing 2014 development goals. This was followed by a general discussion of overall strategy, including how the board will support the goals, the importance of matching and challenge funds, and benefits of such donations to donors. Discussion topics also included various upcoming events.

**7:10 Station Manager's Report Tom Clendening**

Tom provided an overview of his written station manager's report, which included the results of a mini-pledge drive and iPad drawing in December. Results of the pledge drive were good. The next broadcast class will be starting on January 15, and it is fully subscribed. Also, website upgrades are being addressed, and construction at the KXIR tower is complete. Tom also discussed the need for updates to station infrastructure, recent program and volunteer changes, and two new underwriting agreements with Sno-Isle Libraries and Northpoint Retirement Center. Finally, Tom advised the board on the station's ongoing underwriting strategies.

**7:18 Industry related news Tom Clendening**

Tom covered three issues: developments with on-air spots for the Emergency Alert System; the appointment of a new director for the National Federal of Community Broadcasters; and changes in executive management at Clear Channel.

**7:20 Treasurer's Report Marla Hamilton Lucas**

Marla circulated an updated Profit and Loss Statement and Balance Sheet, and provided an overview of both. The remainder of the treasurer's report covered improvements in access to bank statements, annual results, and key drivers of the financial results.

**7:25 New Business**

- Ratify Electronic Vote for Online Banking Authority: Marla moved to ratify the prior vote via email granting the station manager and KSER Board treasurer online access to KSER Foundation bank accounts; Hayden seconded the motion. The motion was unanimously approved.
- Comprehensive Campaign (New fundraising goal/update): Tom explained handouts itemizing the KXIR expenses/operating budget and the corresponding fundraising goal of \$750,000. This new goal will be

**KSER Mission**  
*To advance the common good in our community through public radio and other services dedicated to arts, ideas and civic engagement.*

**KSER Vision**  
*To inform, inspire and connect you ... to your community and the world.*

**KSER Strategic Goals**  
*Reach and serve a growing audience*  
*Build a sustainable financial foundation*  
*Be recognized as a vital service in our community*  
*Launch new public radio station in Island County*

presented to the campaign committee at its next meeting. Brenda elaborated on the history of how the original projections were determined and how the new goals were developed.

- December minutes: Heather moved to approve the December minutes as presented; Cheryl seconded the motion. The motion was unanimously approved. Also, it was discussed that January minutes will be submitted for approval at the upcoming retreat in February in order to have the minutes posted on the KSER website in a timely manner..

#### **7:40 Committee Reports**

- Board Development: Cheryl provided an update on recruitment efforts. Cheryl also discussed ongoing efforts to clarify the scope of various board and staff roles and to provide board training.
- Community Advisory Board: No report.
- Endowment Committee: Marla updated the board on her discussions with appointed committee members and the potential for an additional member, and she announced the committee will meet for the first time at the end of February.
- Executive Committee: Hayden reminded the board about the circulated board self-assessment, which is due on January 21. There was discussion about the timing of the assessment relative to elections in August, and it was determined that the current approach remains appropriate. Brenda provided an update on the upcoming board retreat in February, which will be focused on strategic planning.
- Long-Range Planning Committee: Heather updated the board on the committee's last meeting, and the committee's plan to present to the board at the retreat a version of the presentation it will make at upcoming community meetings. The goal of these meetings is to gather community input on how KSER/KXIR can better fulfill its mission of serving the community. Finally, Heather reminded the board that the committee is still looking for community members and volunteers and to advise her of anyone that might be interested.
- Volunteer Liaison: Pam advised the board that the volunteer handbook was substantively complete, and the next few meetings would be to address formatting the handbook for final presentation.

#### **7:55 Public Comment**

There was no public comment by the guests. Sandy noted the details of an upcoming event with broadcaster Jim French, who will also be interviewed on KSER.

#### **7:56 Adjourn**

The meeting was adjourned, and the Board reconvened in an executive session for review of personnel matters.

#### **Minutes submitted:**

**Date:** February 11, 2014

**By:** Brad Goergen, secretary, KSER Foundation Board of Directors