



# KSER Foundation Board Meeting

Tuesday, October 14, 2014

KSER Studios, 2623 Wetmore Ave, Everett, WA

## MINUTES

### 6:47 Call to Order

Board members present were: Pam Somers; Sandy Thompson; Nina Martinez; Brenda Mann Harrison; Alan Jacobson; Ed Gasparini

Board members excused were: Marla Hamilton Lucas; Heather Bennett; Laurie Wheeler

Staff members present: Shayne Kraemer; Tom Clendening

Guests: Chris Pease; Marc Koivu; Linda Barth; Mary Jane Brell-Vujovic (board candidate)

### Introduction and Public Comment Guests

#### Project Thank You Shayne Kraemer

Shayne explained that the board thanks new members and major donors after each pledge drive. He passed out calling sheets and instructions.

#### Voice of the Community Awards Shayne Kraemer

Shayne reported on the state of planning for the Voice of the Community Event. He reviewed the sponsorships we have collected, the elected officials planning to attend, and the progress toward filling the venue. We have four tables reserved already, and have filled 50 out of 200 seats.

Board members should all be table captains, responsible to fill a table.

#### General Manager's Report Tom Clendening

Tom reviewed the results of the fall pledge drive, which raised less money than we had hoped.

The current KSER basic broadcast class, which started October 6, is being taught by Ed Bremer. It focuses on news & public affairs.

We will partner again with Sno-Isle Libraries for "Issues that Matter". Ed Bremer will moderate. The two-hour forum will be on October 22, and the topic will be health care. The Daily Herald is also a media sponsor.

We are a media sponsor for Whidbey Island Writer's Conference, which will be held October 24-26. We have logo placement on the website, printed materials, and at the event itself.

DJ Kitty will take over the Friday morning Sunlit Room program from DJ Sam, who is taking some time off.

#### 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

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Brenda called on the board to acknowledge the following for their efforts around the pledge drive: the staff who did the hard work to make it happen, board member Sandy for sending progress reports, and all KSER show hosts, who have been thanking listeners on the air since the end of the drive.

Tom reported that Ed Bremer is editing the "Issues that Matter" forums he has already moderated. It will be played on-air and will be available on SoundCloud as well.

## Industry Update

Tom Clendening

The FCC is having a public comment period on their proposed requirement that all radio stations' public files should be online. NFCB has asked for a delay for stations with smaller staffs.

Volunteer, show host (The Lady in Red, 11pm Saturdays), and former board member Linda Barth was the focus of a front page story in the Herald's special section on breast cancer.

## Treasurer's Report

Tom Clendening

In Marla's absence, Tom gave the Treasurer's report. He reviewed income and expenses. The board asked specific questions about several items. Tom emphasized that we need to find a way to bring in more money outside of pledge drives.

The report was in a new format, meant to be easier to understand. Board members are asked to comment.

The bookkeeper is doing weekly cash flow reports for staff.

## Old Business

The board revisited action items from the September retreat, which need to be ratified at the public meeting.

- Approve August board minutes: Nina moved to approve the minutes. Alan seconded. The motion was approved unanimously, with Pam abstaining.
- Appointment to endowment committee: Sandy Thompson's appointment to the endowment committee was moved by Ed and seconded by Nina. It passed unanimously.
- Hire Optimus Fundraising: Sandy moved that we proceed to contract Optimus to help us with the upcoming fundraising campaign. Nina seconded. The motion passed unanimously, with Pam abstaining.

## Optimus Fundraising

Tom Clendening

Tom reported that we are negotiating a contract with Optimus to help us with the fundraising campaign. They are to help with organizing, managing, and training for a ten month period (Oct. 2014 – Aug. 2015).

Brenda clarified that Optimus also will be helping us with developing the case statement, with forming a committee to establish a marketing and PR plan, and other activities.

## New Business

- New Board Member Appointment: Mary Jane Brell-Vujovic was recommended by the Board Development committee. Mary Jane explained her interest in being on the board: KSER plays music she can't hear anywhere else and the news programming brings points of view that are not heard anywhere else. After 14 years of listening, Mary Jane thinks she should do something more. Brenda explained that since Mary Jane's appointment is so soon after the August board election, Mary Jane will be up for a two-year term rather than a three-year term when elections are held in August 2015.

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The motion to accept Mary Jane onto the board was made by Alan and seconded by Nina. Her appointment was approved unanimously.

## Committee Reports

- Community Advisory Board: Sandy reviewed the thinking behind the CAB job description and schedule. After extensive phoning to recruit members, we have six acceptances. The new CAB members will meet at the station October 21.
- Endowment Committee: Sandy reviewed the committee's plans, which are to consider the ideas board members have been contributing and to meet in January.  
The endowment committee is responsible to give quarterly reports to the board. For the time being, these reports are rolled into the treasurer's report.
- Executive Committee: Brenda's report covered several topics and she asked the board to consider two things:
  - how we could organize our work in the coming year, including reducing the number of board meetings or shortening them to complete committee work.
  - the current recruitment process to require a board candidates attend a board meeting prior to being appointed.
- Long-Range Planning: Brenda presented the current draft versions of our Mission, Vision and Values statements, which were discussed by the board.
- Budget: Brenda reminded the board that we will be looking at our preliminary budget in November.
- VOCA recognitions: Brenda recognized board members who participated in preparing for the Voice of the Community Awards. Ed and Sandy made nominations. (Marla, who was not present at the meeting, also made a nomination.) Pam did the work of checking into all nominees.
- Schedule change: The board meeting in November will be on the third Tuesday, November 18, in order not to fall on Veteran's Day.

## Public Comment

Linda Barth mentioned the increase in activity in the station's neighborhood and that her show ends in the early morning hours of Sunday. Tom pointed out that we have notified Everett police in the past about people hanging out in our area, but we will contact them again to discuss the issue.\* Tom pointed out that there are notices in the building to dial 911 in the event of any unusual activity. Chris said our studio is located at a crossroads for street activity.

## 8:40 Adjourn

\*On Oct. 15, 2014, Tom spoke with a duty officer and requested additional patrols, especially on Saturday night. He also received a "Notice of Intent to Prosecute for Trespass" letter, which he signed and Everett police will have on file.