



## **KSER Foundation Board Meeting**

### **Tuesday, October 13 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

**6:50**

#### **Call to Order**

- Board members present were: Heather Bennett, Mary Jane Brell Vujovic, Marla Hamilton Lucas, Nina Martinez, Brenda Mann Harrison, Kara Matsuzawa, Larry McKeeman, Erin Monroe, Sandy Thompson
- Board members excused were: Ed Gasparini , Alan Jacobson
- Staff members present were: Tom Clendening
- Guests present were: Chris Pease, Ara Borealis

#### **General Manager's Report**

#### **Tom Clendening**

- Tom Clendening reviewed the figures for our fall pledge drive. Our total, including matches, pre-drive mailing, and pledges, was \$40,378. That figure will grow slightly as more donations trickle in.
- We have begun planning our December year-end campaign, which will include on-air promotion, pitching, and an iPad raffle.
- Steve Ward has begun doing membership coordinator work as well as his program director duties.
- One of our volunteers has agreed to begin selling underwriting on commission.
- There are several programming changes due to volunteer hosts' changing needs: Party Out of Bounds on Friday night has been replaced by Henry Yarsinske, host of the Stereo Wire. John Noe is leaving his Saturday afternoon Juke Joint show after 7-1/2 years, and he is being replaced by Ron Taffi. Tracy Myers will take over Ron's Tuesday afternoon Sunlit Room shift.
- Dave Hale, who has been a phone volunteer, pressure-washed our deck. He also inspected our roof and replaced some missing shingles. Since then, we have had no leaks.
- Henry Yarsinske, who was editor of the Clipper at Everett Community College, has lined up a benefit show in Marysville for Oct. 24.

#### **Industry Update**

#### **Tom Clendening**

Tom reported that Cumulus Broadcasting has replaced their CEO.

Arbitron has decided to create a device similar to the Voltair, and to make it freely available to radio stations.

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The 'connected car' has a wifi router, so devices in the car can stream internet content. Terrestrial radio stations will find themselves competing with millions of signals rather than dozens. This development emphasizes the importance of having good content and serving the local community.

## Treasurer Report

**Erin Monroe**

The Treasurer presented a report including our balance sheet, cash flow, and profit & loss. There will be some changes to the design of the reports.

## Community Advisory Board Recommendations

**Marla Hamilton Lucas**

Marla presented the KSER Board of Director's action plans, developed in response to the four recommendations of the Community Advisory Board, which were presented at the KSER annual meeting in August and discussed at the board retreat in September. These action plans need to be approved by the board. We decided to vote by email to give all board members more time to read and consider the action plans.

## Voice of the Community Award Celebration

**Brenda Mann Harrison**

Brenda described some of the plans for this year's celebration, which include the recording of station IDs by guests and the display of signs highlighting voices in our community that deserve more attention. She recognized Kara Matsuzawa's support in generating ideas and assisting with preparation, including the slide show. All board members were encouraged to reach out to businesses, organizations, and friends to invite them to be our guests.

## New Business

- Ratify Approval of August Minutes: At the September board retreat, the board approved the August board minutes so that they could be posted on the website in a timely manner. A motion to ratify approval of the August minutes was made by Mary Jane and seconded by Marla. It was approved with 7 in favor and 2 abstentions.
- Approval of Board/Staff Responsibilities Document: This document was reviewed at the September retreat and several changes were made, requiring a vote of approval by the board. We decided to vote by email to give all board members more time to read and consider the document.
- Board Committees: At Nina's suggestion, board committees broke out to consider meeting schedules. These are to be submitted to the Board Secretary, who will publish the final version of the committee assignments document.

## Public Comment

Ara Borealis said she would like more people to get to know the station, and would like to become more involved.

Chris Pease said we need to let more people know we're here. He attends board meetings because he wants to see how the station works on the inside.

**8:27pm**

**Adjourned**

Submitted by Sandy Thompson, Secretary