



KSER Foundation Board Meeting

Tuesday, November 18, 2014

KSER Studios, 2623 Wetmore Ave, Everett, WA

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

MINUTES

6:44

Call to Order and Introductions

Board members present were: Mary Jane Brell-Vujovik; Brenda Mann Harrison; Marla Hamilton Lucas; Nina Martinez; Pam Somers; Sandy Thompson

Board members excused were: Alan Jacobson; Heather Bennett

Board members absent were: Ed Gasparini, Laurie Wheeler

Staff members present: Shayne Kraemer; Tom Clendening

Volunteers present: Karen Pauley; Chris Wartes

Guests: MJ Donovan Creamer, Bob Creamer

Public Comment

Guests

MJ Creamer applauded KSER as of our last bastions of freedom in the US. Bob Creamer noted that he can hear all different genres of music, and all different viewpoints of news.

How We Serve

Tom Clendening, Brenda Mann Harrison, Karen Pauley, Chris Wartes

Brenda introduced 'How We Serve' as a new section of board meetings. It is intended to help the board understand the broad range of activities by which KSER/KXIR serves the community. Tom introduced Karen Pauley and Chris Wartes, who serve as on-air hosts. Both have been on the air for about ten years. Each of them described their show, including the stories of how they started and changed over time.

Development Updates

Shayne Kraemer

The Development Director reported on the Voice of the Community Award celebration Nov. 5 at Tulalip Resort, including attendees, sponsorships and donations.

He also presented a report covering income over the past three years, broken down by quarter and type. He discussed his successful efforts to increase our membership and our donation base. Board discussion identified several other pieces of information that should be included in future versions of this report.

General Manager's Report

Tom Clendening

The General Manager reviewed several points:

- We will have a four-day mini-drive Dec. 1 to Dec. 4 with several prizes. The drawing will be Dec. 14.

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- The Thom Hartman show has been added to our schedule at 3pm on weekdays.
- The Basic Broadcasting Class has finished. It had ten students and was focused on news & public affairs rather than on music programming. We will probably do a news-focused class once a year.
- Sno-Isle Libraries partnered with KSER for another “Issues that Matter” forum on Oct. 22 at Edmonds Center for the Arts. It was our third partnership with Sno-Isle on the forums.
- We were a media partner for Whidbey Island Writer’s Conference. We are participating in other upcoming events including Wintergrass, Darrington Bluegrass Festival, Django Fest, and NW Folklife Festival.
- We have followed up on safety with the Everett Police Department. They indicated they would provide extra patrols in the area during nighttime hours, especially on weekends. We added signs around our building warning of “Intent to Prosecute,” which allow the police to arrest trespassers without checking with us.

Industry Update

Tom Clendening

KSER passed its FCC inspection last year with flying colors. The General Manager emphasized the importance of being prepared for FCC inspections and mentioned that the Corporation for Public Broadcasting has begun to disallow stations from claiming in-kind donations as income.

Treasurer’s Report

Marla Hamilton Lucas

The Treasurer reported on 2014 year-to-date figures. The General Manager reviewed the grants we expect to receive by the end of the year. The Treasurer will work with the Development Director to make sure consistent categories and timeframes are being used.

The board thanked the Treasurer for her hard work and thorough reporting.

Approval of October minutes

Nina moved that we approve the minutes for October’s meeting. Pam seconded. There was no discussion. The minutes were approved with 5 in favor and 1 abstaining.

New Business

- Nina moved that the board appoint Sandy Thompson as Secretary to replace Brad Goergen. Mary Jane seconded. The motion was approved with 6 in favor.
- The board reviewed the Mission, Vision and Values drafts from the Long-Range Planning Committee. We agreed to postpone approval until the December board meeting to give people more time to study the volunteer feedback on these drafts.

Committee Reports

- Board Development: Nina reported that the committee will be meeting on the third Wednesday, and that tomorrow’s meeting will be looking at recruits.
- The Budget & Finance Committee announced that Sandy Thompson has been appointed to the committee. The Committee has finished reviewing the document destruction policy and will make its results available to the board. Its next tasks are to work on the accounting manual and review the 2015 budget once it is completed by the General Manager.
- Community Advisory Board: There are six candidates for the CAB. Nina moved that we approve them. Sandy seconded. The motion passed with 6 in favor.
- The Endowment Committee recommended that we save consideration of our list of questions until the December meeting.

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Email Guidelines

The Board President reviewed existing email guidelines and led a discussion around reasonable expectations for responding to emails. It was agreed that the Board President would present revised guidelines in December.

Public Comment

MJ Creamer expressed that the KSER Foundation was in good hands based on what she saw at the board meeting.

8:04

Adjourn

Submitted by:

Sandy Thompson, Secretary