



# KSER Foundation Board Meeting

Tuesday, December 8, 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**

- Strengthen our financial foundation
- Develop and cultivate stronger partnerships
- Increase community awareness of KSER/KXIR's unique local services
- Upgrade our technology and facilities
- Offer distinct community-focused programming and local voices on each station

**6:49**

### Call to Order and Introductions

Board members present: Nina Martinez, Marla Hamilton Lucas, Larry McKeeman, Sandy Thompson, Erin Monroe, Mary Jane Brell Vujovic, Brenda Mann Harrison

Board members excused: Alan Jacobson, Heather Bennett, Kara Matsuzawa

Staff members present: Tom Clendening

Guests present: Chris Pease, Dan Graham, Jim Pauley

### Approval of November Minutes

Approval of the minutes was moved by Erin and seconded by Larry. The vote was 4 in favor and 2 abstaining.

### General Manager's Report

**Tom Clendening**

- The iPad raffle and fundraising campaign is wrapping up. The raffle will close December 13, and the drawing will be 4:00pm on December 15. We have had 100 donations, of which:
  - More than half were first-time contributions
  - 53% were for the minimum amount, \$35
  - Nearly all were one-time rather than continuing donations.
- We are forecasting total revenue to be about \$11,000. The picture so far is as follows:
  - \$5600 during the pitch period
  - \$3000 from the pre-pledge mailing (from more than 45 donors)
  - \$1000 from additional online donations prior to the pitch period
- We have preliminary approval from Snohomish County for a grant for \$27,000 for 2016, payable at the end of the year. As before, we will do weekly underwriting announcements and event calendars. We have sent the invoice for 2015, for which we expect payment next week.
- We have submitted a grant request to the Tulalips for \$10,000 to support public affairs programming.
- We will do on-air ticket giveaways for Seattle Radio Theater's production of "A Christmas Peril". We will record and rebroadcast the live performance.

There was discussion of the costs for the iPad raffle, which came to \$550 for the mailing and \$420 for the prize.

### Industry Update

**Tom Clendening**

- Sound Exchange, which covers NPR and NFCB stations, offers a discounted rate for licensing fees to BMI and ASCAP. The cost to us is one-third (\$200/quarter) what it would be otherwise.

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- KUOW is in the process of buying KPLU. Their plan is to move KPLU to an all-jazz music format, which is less expensive to produce than news programming.

## Treasurer Report

Erin Monroe

Erin introduced her new Financial Summary report, which highlights major indicators. These will include account balances, the status of the endowment fund, and year-to-date and budget-vs-actual data.

## New Business

- 2016 Budget: There was discussion of the expense reductions. There were questions about how to divide expenses between the two frequencies. Since some of the items in the summary budget appeared to have been consolidated incorrectly, Tom agreed to send out an unsummarized version of the 2016 budget for a board e-vote, in which it was approved unanimously.
- Outreach and Fundraising: Tom explained that the spring pledge drive will have a 30-day challenge of \$50,000 for the entire month of April. Brenda announced the plan to have a series of monthly birthday parties (celebrating KSER's 25 years on the air) during 2016. These will be small-group events at the station, which will last from 5:45 to 7:00. Brenda read a draft invitation.
- Mary Jane announced that the GM's annual performance review will include an online survey of all the board members, which should be completed by 12/31.
- Tom announced that there will be a Project Thank You for the December pledges.

## Public Comment

Dan expressed interest in helping with innovative fundraising approaches. Jim expressed pride in the board and asked if we would continue to do grant writing; Tom affirmed that we will. Chris reminded the board that we have a card from him, and that he is looking forward to next year.

7:40pm

Adjourned

Submitted by Sandy Thompson, Secretary