



KSER Foundation Board Meeting

Tuesday, December 9, 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

6:55

Call to Order and Introductions

Board members present were: Mary Jane Brell-Vujovic; Brenda Mann Harrison; Marla Hamilton Lucas; Nina Martinez; Pam Somers; Ed Gasparini, Heather Bennett, Alan Jacobson;

Board members excused were: Sandy Thompson

Staff members present: Tom Clendening

Guests present: Christopher Pease

Public Comment

None

Guests

How We Serve

Tom Clendening

Tom introduced Norma Bruns (in absentia) who has done the League of Women Voters show for 24 years.

General Manager's Report

Tom Clendening

The General Manager reviewed several points:

- We completed a four-day mini pledge drive. It generated a little over \$6,000 on air plus \$3,000 online and mail
- We have received many calls thanking us for adding the Thom Hartman show to our schedule at 3pm on weekdays.
- We received payment for a grant from Snohomish County Tourism for \$26,400.
- We partnered with Seattle Radio Theatre for a one hour production of a holiday version of "The Man Who Came to Dinner." The production took place on Tuesday, December 9. An edited one hour version of the show will be broadcast on KSER and KXIR on Christmas Eve at 6 PM and December 26th at 4 PM.
- We are going to partner with Catholic Community Services for a project as part of the Martin Luther King Day of Service Project campaign.

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.

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Approval of November minutes

Nina moved that we approve the minutes for October's meeting. Marla seconded. There was no discussion. The minutes were approved with 5 in favor and 3 abstaining.

New Business

- Laurie Wheeler regretfully resigned due to family obligations.
- The Volunteer handbook has undergone extensive review. It is now pending the GM's review and after that it will go to the drop box for voluntary board review.
- The Board reviewed its 2014 Goals and did a self examination.
- Heather reported on Vision, Mission and Values feedback. The Mission, Values and Strategic Goals statement was amended. A motion to approve as amended was made by Heather and seconded by Alan. It was approved unanimously 8-0.
- The Board reviewed its 2015 goals.
- The Board reviewed the Annual Planning calendar.

Committee Reports

- Board Development: Nina reported that a new member will have to be found to replace Laura. She is following up with another candidate. She believes we should be trying to recruit 4 new board members.
- The Budget & Finance Committee announced that the budget is being shared over email.
- The Campaign Committee has been meeting weekly.
- The Endowment Committee has requested board feedback on a series of questions, which the board will have an opportunity to respond to via email.
- The Executive Committee did agenda setting tonight. January's board meeting will be only one hour. We will then adjourn to Anthony's Woodfire Grill for our New Year's celebration. Pam will check into locations for the February retreat. GM assessment will be completed in January with review from board members due by Dec. 29. The Board self-assessment will be done in February.
- The Long range planning committee has set up a meeting in January.

Email Guidelines

Revised email guidelines were reviewed. A motion to accept was made by Heather and seconded by Nina. It passed unanimously.

Public Comment

Christopher complimented the board and wished everybody Merry Christmas.

8:04

Adjourn

Notes taken by Ed Gasparini, Board member

Minutes submitted by Sandy Thompson, Secretary