

KSER Foundation Board Meeting

Tuesday, June 10, 2014

Everett Public Library Activity Room,
2702 Hoyt 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

6:45 Call to order: Vice-President Hayden Bixby called the meeting to order.

Board members present were: Marla Hamilton Lucas; Ed Gasparini; Heather Bennett; Sandy Thompson; Laurie Wheeler; Hayden Bixby; Nina Martinez and Cheryl Telford. Board members Brenda Mann Harrison, Pam Somers, Bob Shoup and Brad Goergen were excused. General Manager Tom Clendening and Development Director Shayne Kraemer were also present.

6:48 Introductions and Public Comment:

Guests

Guests present were: Les Ward and Chris Pease.

6:50 Development Update and Training

Shayne Kraemer

Shayne provided a Development Report comparing Q1 2013 and Q1 2014. KSER is awaiting grant awards from six entities, which reflects significant grant development effort. There are forty-eight days left on the Power2Give campaign, and KSER is close to meeting its goal.

In addition, KSER is working to develop relationships with a number of organizations, including Economic Alliance of Snohomish County, Seattle Folklife Festival, Wintergrass, Kirkland Performing Arts, Northshore Performing Arts, and Farmers' Markets. And the KSER Foundation is deepening its relationships with other community members. There was a general discussion of methods to increase the efficacy of these efforts.

7:30 General Manager's Report

Tom Clendening

Tom provided his monthly, general manager's report, which included details about the Summer Pledge Drive, upgrades to the KSER IT infrastructure, and station parking issues. Also, KSER participated in the recent Seattle Folklife Festival, which provided good exposure for KSER. And KSER is exploring partnership plans for the upcoming Darrington Bluegrass Festival and Nubian Jam Festival. Finally, the KSER Summer Volunteer Appreciation Picnic is scheduled for Sunday, August 24, 2014, at Legion Park in Everett.

7:35 Treasurer's Report

Marla Hamilton Lucas

Marla reviewed the Foundation's monthly balance sheet and profit and loss statement, and provided commentary on noteworthy issues. In particular, variances between budgeted and actual income were explained, and contextualized relative to historical performance. Cost containment efforts are succeeding, and continued success in that area is anticipated. The board engaged in a general discussion of the Foundation's financial performance to date and anticipated future financial performance.

7:41 New Business

- Approve May minutes: Marla Hamilton Lucas moved to approve the May minutes. Heather seconded the motion. The motion was unanimously approved, with Hayden abstaining.
- Net Neutrality: Tom discussed how the evolving Internet neutrality debate may affect the ability of KSER to stream content. There was also a discussion of how interested persons could express their views on this matter.

7:46 Committee Reports

- Board Development Committee: Cheryl provided an update on the three candidates moving through the process. Cheryl also presented a motion to revise the board of directors election procedure. Ed moved to approve the motion, and Nina seconded. The Board engaged in a discussion of the proposed motion, and it was decided that approval of the motion would be done via email vote with votes due by June 16 at 5:00 p.m. This would allow for further review and consideration of the proposed changes. Board members were asked to update their online bios and photos. And BDC members will be contacting all board members by the end of July regarding their commitment forms.
- Community Advisory Board: Sandy announced that Laurie has joined the CAB, and that the new committee is integrating nicely. There was a discussion of the composition of the CAB and efforts to grow involvement. It was noted that the efforts of CAB and BDC should be synchronized to ensure consistency and eliminate duplicated efforts.
- Endowment Committee: Hayden discussed the committee's efforts with respect to asset management, and indicated more detailed information would likely be forthcoming in the fall. There was also a discussion of ongoing efforts to pursue endowment grants.
- Executive Committee: Hayden discussed the status of the mid-year review and job description update for the general manager. These issues will be addressed at the July executive committee meeting. A policy review is also underway.
- Long-Range Planning: Heather updated the board on the committee's last meeting and on feedback on the three questions posed to the community and the board. The committee will meet on 6/18 and draft strategic goal language to present to the board in July. For present purposes, there have been adequate community conversations for planning purposes, but the committee would like to have these discussions be a regular part of the process. CAB could be the best vehicle to continue these discussions going forward.
- Voice of the Community Award: There was no report.

8:21 Public Comment

Chris Pease commented on the prior board discussion involving parking at the station.

8:24 Adjourn

Submitted by:

Brad Goergen, Secretary
(Minutes recorded by Sandy Thompson)