

MINUTES



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 Foundation Board Meeting

Tuesday, November, 11 2025 - 6:00PM

In-person Meeting

MINUTES

6:09PM Call to Order

Board members present in person: Eric Fetters-Walp, Michelle Dietz, Lisa Utter, Ashley McDonald, Lucia Bremer (5)

Board members not present: Lindsey Frallic, Davin Stedman, Isaiah Crowson (3)

Staff: Garrett Michaels

Members of the public: Michael Svob

Approval of the Minutes

October minutes approved unanimously

General Manager (GM) Report

Fundraising & Finance

- **Fall Membership Drive:** Successfully wrapped up on 10/22, raising **\$58,232.00**, exceeding the \$50,000 goal.
- **Year-End Sweepstakes:** On-air promotion begins 11/24, featuring an **Amazon Fire Max 11** upgrade.
- **CD Renewal:**
 - \$45,386 transferred from Savings to the Certificate of Deposit (CD).
 - CD renewed for **9 months** at a **3.05%** interest rate, maturing on July 20th.
- **Current Funds (Approximate):**
 - Checking: \$33,000
 - Savings: \$30,000
 - **TOTAL:** \$231,380 (Includes CD)

Programming & Digitization

- **Sunlit Room Extension:** The change to extend **Sunlit Room** music from 3:00 PM to 5:00 PM (implemented during the Fall Membership Campaign) has received **positive feedback** and will stick.
- **ENCO Library:** Continuing the process of building the digital foundational music library in ENCO; nearly **3,600 songs** transferred so far.
 - Music from 3:00 PM to 5:00 PM weekdays now originates from ENCO and serves as a test of that system.
 - Michelle noted recent music quality improvements.
 - Goal is to use the ENCO library to fill programming "holes" and ensure **Sunlit Room** is a consistent variety mix.

Technology & Communications

- **Studio Texting Platform:** The **Text Request** platform is live, allowing listeners to text the request line.
 - Hosts are learning to get used to it; communication via text is much more frequent than email.
- **KSER Mobile App:**
 - Apple setup was easy.
 - Google/Android account setup has stalled at step 4; a call is scheduled with Jacapps for assistance.
 - The target launch for the app is still **January**.

Treasurer's Report & Budget

- **Budget Planning:** Meetings are ongoing with the accountant (Erin), Garrett, Lisa, and Eric to finalize a budget.
- **Upcoming Budget:** A new budget will be presented for approval at the **December board meeting**.
 - Next year's expenditures are expected to **increase by \$20,000-\$30,000** due to engineering upgrades.
 - Budget categories will be reorganized with Erin's help for clarity.
- **Underwriting Correction:** The underwriting budget line was corrected from a typo of \$50,000 in June to the intended amount of **\$5,000**.

New Business

Holiday Volunteer Gathering

- **Venue: Amante Pizza & Pasta** (an underwriter) is approved, replacing APEX.
 - Amante is best on a **Tuesday** and will close the restaurant for the event (5:00 PM - 10:00 PM).
- **Logistics:** The comfortable capacity is 60-80 people (up to 100 possible).
 - Guests will be asked to **RSVP** to gauge food ordering.
 - The station will purchase food (pizza, pasta, salad, gluten/lactose-free options) and alcohol (one drink provided per volunteer).
- **Budget Approval:** The GM requested a **\$3,000** budget to cover all costs.
 - Motion to approve \$3,000 passed unanimously (Motion: Eric, Second: Ashley).

US Bank Account Signers

- Garrett successfully changed the name on the bank card.
- **Action Required:** Board President (Eric Feters-Walp) and Treasurer (Lisa Utter) need to officially become '**governors**' via the WA Secretary of State.
- **Going Forward:** Lisa Utter and Eric Feters-Walp, in addition to Garrett Michaels, will become official **signers** on KSER's bank account.

Studio & Engineering Improvements

- **Timeline:** Work begins **next week** on the production studio.
- **Strategy:** The production studio will be utilized as a backup on-air studio to allow the main on-air studio to be taken offline for improvements.
- **Equipment:** Both mixing boards need replacement; new boards are currently at the Lake Stevens radio tower location.
- **Main Studio:** Improvements to the main on-air studio are slated for **Mid-January**.

35th Anniversary Party (2026)

- Initial planning for a **4th quarter 2026** anniversary fundraiser party was discussed.
- **Ideas:** Strong artist, music, food, bar, and leveraging it as a marketing opportunity.
- APEX (800-person capacity) was mentioned as a potential venue for a major event.
- This item will remain on the agenda for continued planning.

Public Comment - none

Next meeting – December 9, 2025 in-person

8:13PM Meeting Adjourned

Minutes by Ashley McDonald