

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, October, 14 2025 - 6:45PM

In-person Meeting

MINUTES

7:28 p.m.

Call to Order

Board members present in person: Eric Fетters-Walp, Ashley McDonald (2)

Board members present via Zoom: Michelle Dietz, Davin Stedman (2)

Board members not present: Lisa Utter, Lindsey Frallic, Lucia Bremer, Isaiah Crowson (4)

Staff: Garrett Michaels

Members of the public: Michael Svob (in person), Jim Causey (in person)

Approval of the Minutes

September board minutes approved with 3 in favor (Eric, Ashley, Davin), Michelle Dietz abstained.

General Manager's Report

- One on One meetings continue, Garrett has met with 44 of 47 on-air volunteers so far.
- On October 1st there was a major thunderstorm that at 6pm took the power out of Everett including the KSER building. When the power came back 90.7 did not recover, 89.9 did. With the power surge, some equipment fried, including like the Comrex box used for our STL to the Lake Stevens tower and transmitter. Some of the studio equipment had issues as well. With the studio not in working order we rebroadcasted some evergreen versions of Poptopia Parkway and From Here to Obscurity. Things were restored by 9:30pm. When power goes out, equipment is at risk. Along with the Comrex box, we lost a mic processor.
- Volunteer and Staff Town Hall meeting went well, about 40 people in attendance. Going forward it will be recurring within the first two weeks of each quarter. The next one will be on Thursday, January 8th. After the meeting, a group went to the Irishmen for some socializing.
- Steve and Garrett trained in **Allegiance** for several sessions in September. We had to take a pause to prepare for and execute the Fall Membership Campaign. A good majority of training is complete. We will continue with further training in November. The final steps will be to get Allegiance up and running before the end of the year.
- Digitizing of the KSER foundational library in ENCO continues with 2500 songs loaded so far.

- The agreement with **JacApps** has been signed with the goal of launching our app in January.
- During the Fall Membership Campaign we've extended the play of the Sunlit Room on weekdays from 3pm-5pm with Garrett hosting, representing, and pitching for donations. Also, this serves as opportunity to see how listener response is to removing the 5pm replay of Democracy Now and moving Thom Hartmann to 5pm. Overall the negative reaction has not been nearly as robust as expected, with only a handful of complaints so far. Additionally, there has been a significant amount of positive feedback about extending the music until 5pm.
- Along with the launch of a new app, we plan to add a KSER Instagram account in January.
- Fall Membership Campaign update – about 60% of our pledges are coming from online versus phone calls. \$12k came in over 5 days, \$7,600 in matching money, with \$5,650 left in unspent matching money, there will be \$1,200 in matching money on Saturday. Counting match money, just under \$22,000. Drive ends on October 22nd. Aiming for \$50k. Momentum is currently strong. Premiums include a KSER tote bag, vinyl records and CDs.
- Erin Monroe will be meeting with Garrett, Lisa and Eric to begin the 2026 budgeting process.

Treasurer's Report

- Reports presented.

New Business

- 35 years of KSER in 2026! A new KSER app is planned to launch in January.
- Certificate of Deposit has matured - Garrett and Lisa will go to US Bank next week to look at reinvesting the amount we've had and move it to another short-term CD for better interest.
- Holiday Gathering for Volunteers, Staff and Board members – We met with APEX, they will rent us a room for 2 hours for \$1,500, plus food and drinks would cost us an additional \$1,500 to \$2,000. APEX is not interested in doing any trade. Garrett has asked Marilyn to explore some other options. Amante Pizza & Pasta, who is a current underwriter, seems interested and could be a great option, as they'd give us the restaurant space for free, we'd only have to pay for food and drinks.
- Executive Committee Meetings – Garrett recently met with founding board president John Thielke, he mentioned that there should be Executive Committee meetings once per month, in-person, and that's when the agenda for the board meeting would be discussed and agreed upon. Held off-site, a week before the board meeting. Eric will coordinate a place and a time.
- Strategic Planning will begin in 2026, which would be led by Michelle Dietz. A key need is to update the station's mission statement and values.

Public Comment - none

Next meeting – November 11, 2025 in-person

8:13PM

Meeting Adjourned

Minutes by Ashley McDonald