

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, September, 9 2025 - 6:45PM

In-person Meeting

MINUTES

6:45 p.m.

Call to Order

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

Board members present via Zoom: Ashley McDonald (1)

Board members not present: Isaiah Crowson, Lindsey Frallic (2)

Staff: Garrett Michaels

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

Ashley McDonald voted in as the new board secretary.

Discussion followed regarding the utilization of an AI transcription to assist with note-taking. Otter AI would cost \$8 per month.

Approval of the Minutes

August 12, 2025 Board minutes. Motion approved. Made by Lisa Utter and seconded by Eric Fetters-Walp. August board minutes approved unanimously.

General Manager's Report

- Volunteer engagement. One on One meetings continue, Garrett has met with 36 of the volunteers so far. Noted that some volunteers are difficult to reach due to their infrequent presence at the station. Consistent feedback for on-air volunteers indicates dissatisfaction with the studio's condition and a desire for a stronger sense of community.
- Fundraising and Underwriting. To personally thank donors, Garrett has been making phone calls to people who gave \$100 or more during the Summer Membership Campaign. So far, he has connected with 25 people. He also reported that Steve Ward has been handling invoices for underwriting, which has led to a recent increase in payments.

- Station Operations. An issue with the KXIR transmitter site caused a temporary outage when the internet modem and firewall were damaged. The problem has since been fixed. Discussion of potentially upgrading the transmitter site's air conditioning system before next summer.
- Station signal reach. Garrett did a "signal drive" around Whidbey Island, noting that 89.9 KXIR came in strong throughout the range, particularly in Oak Harbor.
- Foundational Music Library. Digitization is underway with nearly 1900 songs transferred.
- Underwriting Rate Increase. Garrett and Marilyn are planning to increase underwriting rates. After some research, they have discovered that KSER's rates are significantly lower than those of local commercial stations. They believe the station is currently undervaluing itself.

Treasurer's Report

- Reports presented.

New Business

- A motion was made and passed to approve JacApps as the developer and platform for a new KSER app. This is a \$200 per month subscription. The new app would offer a variety of features including access to live streaming, content feed, push notifications, and a built-in "donate now" button. The goal is to launch at the beginning of 2026.
- Strategic Planning. The board discussed forming a long-range planning committee, which would be led by Michelle Dietz. A key point of discussion was the need to update the station's mission and vision statements, which were last updated in 2014. It was suggested that the updated mission and vision would serve as the "north star" for a strategic plan.

Public Comment

- Jim Causey emphasized the importance of a parallel one-year plan to address immediate goals and capitalize on the current moment, given the challenges facing public radio. Garrett agreed, stating the need for both quick, actionable items and a long-term vision. The committee will work on developing a process for strategic planning that is both inclusive and efficient

Next meeting – October 14, 2025 in-person

8:45PM

Meeting Adjourned

Minutes by Ashley McDonald