



# KSER Foundation Board Meeting

## Tuesday, July 8, 2014

Everett Public Library  
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:** President Brenda Mann Harrison called the meeting to order.

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

**6:47 Introductions and Public Comment: Guests**

Guests present were: Gabriel Bartholomew and Alan Jacobson.

During the public comment period, there was a general discussion of what delivery channel each person uses to listen to KSER and KXIR.

Gabrielle Bartholomew expressed appreciation for receiving a copy of public input survey results, and she asked two questions: what will the board do with the answers, and about comments interpreting the compilation. Brenda indicated the answers could be provided after the meeting.

**6:55 General Manager's Report: Tom Clendening**

Tom provided an update on industry news and his general manager's report. The industry new included an update on the prior Internet neutrality discussion. Also, Congress is looking at music licensing fees, which could result in radio stations paying more in licensing fees. Impacts on KSER were discussed, along with other programming costs and options. Last, the experiences of KCPW in Salt Lake City were discussed. KCPW is similar to KSER/KXIR in some respects, making its experiences worth noting.

Regarding the station manager's report, Tom updated the board on the results of the summer pledge drive, which were generally good. The fall pledge drive will be a 9-day event beginning on Friday, September 26. Efforts to promote advances in fundraising methods, including the use of matching funds and donations through the website, were also covered. The ENCO operating systems is almost ready for use, and should be running next week. Other operational issues were also noted.

**7:10 Treasurer's Report: Marla Hamilton Lucas**

Marla circulated an updated Profit and Loss Statement and Balance Sheet, and provided an overview of both. The two main variances between budgeted and actual figures relate to lower than expected grant income and lower than expected KXIR fundraising contributions. Not reflected, however, are accrual basis items such as grants approved but not yet collected; once reflected, these adjustments will reduce the variances. Marla also raised the issue of training options for understanding financial statements, and there was a discussion of questions regarding particular issues, including whether split budgets for the two stations as a go-forward approach may be appropriate.

**7:20 New business:**

- Approval of June Minutes: Nina moved to approve the June minutes; Sandy seconded the motion. The motion passed unanimously, with Bob and Brenda abstaining.
- Annual Board Election (new board candidate; slate of candidates, election package): Brenda provided context regarding the upcoming board election, as well as background regarding board candidate Alan Jacobson. Bob moved to approve the Board Development Committee's proposed slate of candidates for the August 2014 election (Bob Shoup; Nina Martinez; Laurie Wheeler; and Alan Jacobson); Heather seconded. The motion passed unanimously. There was also a review of the proposed balloting materials and procedures, and a preview of the August annual and monthly meetings.
- Project "Thank You": No report.

**7:30 Committee Reports**

- Budget and Finance: Marla discussed the ongoing work on the accounting manual, and discussed supplementing financial statements with other critical information. There was also an inquiry regarding demand for accounting/financial statement analysis training, and a discussion regarding allocation of interest to the endowment funds. The next budget and finance committee meeting will be tomorrow.
- Community Advisory Board: Sandy noted that the committee has submitted a written report. Also, the committee is meeting via email, and working with Tom and Brenda on various issues. The committee is on schedule to have list of CAB members to submit to board, and the list will include diverse members, including with respect to geography. Finally, the committee is working on developing written materials, including a CAB member job description, to aid in guiding the committee's work. The job description should also help with recruitment.
- Endowment Committee: The committee submitted a written report. In addition, on behalf of Hayden, Marla updated the board on the committee's meeting monthly to discuss investment strategies and fund managers. Marla also discussed financial reporting protocols, and developing questions for board to use in providing guidance to the committee in selecting a fund manager. Brenda provided an overview of the questions.
- Executive Committee: The committee submitted a written report. Brenda provided a synopsis of the report, including plans for the September board retreat, and the general manager's mid-year review and analysis of his job description.
- Long-range Planning: Heather advised the board that the committee has met twice since the last board meeting. The committee is organizing board and community input, and a written report will be circulated. It will include three to five succinct statements of "what" we will achieve in the next three to five years. Going forward, the committee will be meeting every two weeks. The August meeting will involve sharing of information rather than substantive discussions.
- Voice of the Community: The Voice of the Community Awards committee submitted a written report. Bob provided an overview, including the number of nominations received to date, the deadline for submitting nominations, the status of organizing the selections committee, and the timeline for further action. Bob also discussed the different format the event will have this year, and the need for sponsorships.

**8:00 Public Comment**

**Guests**

Alan Jacobson provided more information about himself in connection with being on the ballot for election to the board. Gabrielle Bartholomew asked if her actual questions could be reflected in the minutes going forward. She also commented that some listeners will not be able to hear both KSER and KXIR signals, and that might be an issue if the signal is split with each signal having a different format. Gabrielle also asked about programming on the two. She said she heard requests during the Oso recovery efforts for a daily report, and she asked about the status of the volunteer handbook.

**8:03**      **Adjourn:** President Brenda Mann Harrison adjourned the meeting, and the board transitioned to a workshop and executive session.

Submitted by:

Brad Goergen, Secretary