



# KSER Foundation Board Meeting

## Tuesday, August 12, 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

**7:38 Call to Order:** President Brenda Mann Harrison called the meeting to order.

Board members present were: Brenda Mann Harrison; Sandy Thompson; Cheryl Telford; Nina Martinez; Brad Goergen; Heather Bennett; and Laurie Wheeler. Board members Bob Shoup; Ed Gasparini; Pam Somers; Alan Jacobson and Marla Hamilton Lucas were not present.

Station General Manager Tom Clendening was also present.

**7:40 Officers and Appointments:** The slate of 2014-2015 of officers was proposed. The slate consisted of: President: Brenda; Vice President: Nina; Secretary: Brad; and Treasurer: Marla. Cheryl moved for approval of the slate and Laurie seconded the motion. The motion passed unanimously. Brenda then announced the appointment of Brad as the Ethics Officer, Pam as the Volunteer Liaison, and Laurie as the liaison for the Community Advisory Board.

**7:44 General Manager's Report:** Tom provided his general manager's report. It included an overview of the upcoming special matching funds pledge event, and a recap of the Membership Appreciation party, which was very successful and well attended. Tom also discussed details of the upcoming fall pledge drive, which will be held from September 26 to October 4. The next basic broadcast class will begin on October 8. Tom also updated the board on various programming changes, a recent contribution from ArtsFund in Seattle relating to a campaign involving Power2Give, Ed Bremer's recent service as a moderator of the Sno-Isle Library forum, and a second related forum at the Monroe Library next week.

**7:49 Industry update:** Tom updated the board regarding the FCC issuing a notice for comments regarding a plan to expand radio station's public files for online access. Tom submitted comments regarding this subject. Also, the NFCB is involved in a campaign regarding how accepting underwriting funds from marijuana-related businesses, in light of legalization in Washington and Colorado, will impact FCC-regulated businesses. Tom suggested looking into a policy for this issue.

**7:55 Treasurer's report:** No report due to Marla's absence.

**7:56 Old business:** Board members provided feedback from their Project Thank You experiences, which involved calling and thanking donors for their support.

**8:05 New business:**

- Approval of July Minutes: Laurie moved to approve the July minutes as presented, and Sandy seconded the motion. The motion passed unanimously, with Cheryl abstaining.
- Signing of Documents: Brad circulated copies of the conflict of interest policy and code of ethics, and collected acknowledgments of acceptance from board members present.

**7:30 Committee Reports**

- Board Development Committee: The committee submitted a written report. Cheryl explained that the committee's most recent work was preparing for tonight's election. Also, the committee recently met with

a new prospective candidate. In addition, Cheryl met another prospective candidate at the Membership Appreciation night, who would be interested in joining the board in a few months once his schedule clears up.

- Budget and Finance: No report.
- Community Advisory Board: The committee submitted a written report. Laurie elaborated on the report, and discussed the board's work on preparing the job description for CAB members. A copy of the current job description was provided for review. There was also a general discussion of CAB outreach/involvement efforts.
- Endowment Committee: On behalf of Hayden, Brenda clarified that the purpose of the committee is to manage and advise on investment and endowment funds, not to engage in fundraising.
- Executive Committee: The committee submitted a written report submitted. Brenda reported that the general manager's mid-year review was completed, and that the job description review was close to complete. The most recent iteration of the description was circulated for review. Also, the committee is working on the September retreat agenda. Heather made a floor motion to accept the revised job description, and Nina seconded the motion. The motion passed unanimously.
- Long-range Planning: Heather advised the board that drafts of community input would be forthcoming in advance of the retreat, along with proposed strategic objectives. There will also be suggested 1-3 year goals, a revised vision statement, and a revised value statement.
- Voice of the Community: On behalf of Pam and Bob, Brenda updated the board on the 25 individual nominations this year, which included 21 unique ones after accounting for duplicates. The selection committee includes two prior recipients, and the selection committee will meet next week.

**8:39 Public Comment**

None.

**8:40 Adjourn:** President Brenda Mann Harrison adjourned the meeting.

Submitted by:

Brad Goergen, Secretary