

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, April 14, 2026 - 6:00PM

In-person Meeting

MINUTES

6:10PM Call to Order

Board members present in person: Eric Feters-Walp, Michelle Dietz, Lisa Utter, Ashley McDonald, Lucia Bremer

Absent: Lindsey Frallic and Davin Stedman

Staff: Garrett Michaels

Members of the public: Tom Mara, Michael Svob

Approval of the Minutes

March minutes approved: 4 Yes, 0 No.

General Manager (GM) Report

Spring 2026 Membership Campaign — Raised \$49,860 coming very close to the \$50,000 goal. Garrett summarized the campaign and attributed that it was successful due to on-air urgency, extension by 2 days and the email campaign to our database. Summer Membership Campaign is schedule for June 11th – June 24th.

Studio refurb — The main studio renovations were completed in time for the pledge drive and played a significant role in helping to improve the ability for our hosts to pitch. Engineers are continuing to work on some cosmetic improvements and the ongoing to do list.

Logo — After a thorough and democratic process a new KSER logo has been selected. Logo assets are expected by the end of the week.

Website — The website is taking shape with weekly updates from Freelock. Our next scheduled meeting will be on Friday with Freelock and KSER's volunteer web squad to assign roles and tasks.

App — The process is about 90% complete. Final steps are completion of Apple and Google Store listings. Once completed and approved, the JacApps build team will complete the prebuild and provisioning of the test app. This usually takes up to two weeks.

Social Media — During the Spring Membership Campaign, Garrett granted Facebook admin access to Sarah Allen to help with posting and community engagement. KSER's Instagram account was launched on April 7th. Sarah Allen and Henry J. have been granted admin access.

Director of Development – This position will be eliminated at the end of the month. Kevin Thompson's final day is on Friday, April 17th. We will be creating a new full-time hybrid position to include Development, Membership and Community Outreach. We are in the process of writing the description and qualifications.

On-air Schedule – The new weekday 9AM-5PM schedule began on Monday, April 6th featuring 10,000 Good Songs, The Sunlit Room and Extended Play. Feedback has been very positive.

Digitized Music Library — This continues to grow and is up to 7,500 songs in the library.

Travel — Garrett will be in Philadelphia during the first week of May for the NonCommvention.

Treasurer's Report

Bank Balances as of 4/14/2026

Checking: \$9,603

Savings: \$18,034

CD: \$170,403

TOTAL: \$198,040

New Business

Board Appointment — Tom Mara's application was reviewed and questions were asked. Tom would like to focus and help with strategic/tactical planning, and assist with helping to craft mission, vision and values. Lisa moved to approve; Ashley seconded. Tom Mara's appointment was approved unanimously.

Donation of Appreciated Stock — A donor would like to make a donation of appreciated stock. KSER bylaws allow for this, however, a brokerage account must be established. Next steps are to investigate potential brokerages, and then establish a brokerage account. It was suggested by Erin Monroe to consider using the same brokerage as the donor for the purpose of speed and efficiency. Erin Monroe has offered to assist in the process.

Murdoch Charitable Trust Grant — Michelle discussed what she had learned about the process through attending several webinars. Requirements include high board engagement of Time, Talent and Treasure, with "treasure" (board giving) being particularly important. For KSER, the strategy would be to submit an LOI (Letter of Intent) during the Fall submission period to fund a future position for a News and Public Affairs Director.

Everett Farmers Market — KSER will have a weekly presence starting on Sunday, May 10th. The booth/tent will be located at the Pacific Gate location (Wetmore and Pacific). KSER volunteers will be representing and acting as ambassadors for Visit Everett. We will need two to four volunteers to work the booth each Sunday between 9AM-3PM through October 25th. KSER will be providing in-kind trade of underwriting announcements to promote Everett Farmers Market in exchange for the booth space and weekly presence.

Public Comments

Michael Svob commented and expressed enthusiasm for Tom Mara joining the board. Additionally, he requested that we keep the 3 to 5 year facility relocation plan on the agenda.

Next meeting – April 14, 2026 in-person

8:13PM Meeting Adjourned

Minutes by Ashley McDonald