

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, February, 10 2026 - 6:00PM

In-person Meeting

MINUTES

6:07PM Call to Order

Board members present in person: Eric Feters-Walp, Michelle Dietz, Lisa Utter, Ashley McDonald, Lindsey Frallic, Lucia Bremer, Davin Stedman (7)

Staff: Garrett Michaels

Members of the public: Michael Svob

Approval of the Minutes

January minutes approved: 4 Yes, 1 Abstain. Motion to approve by Lisa; seconded by Lindsey.

General Manager (GM) Report

Quarterly Meeting – Due to water damage at the main branch of the library, we will be rescheduling the first quarter town hall meeting for our volunteers, staff and board to Thursday, February 19th and relocating to the Evergreen branch of the Everett Public Library.

Studio Refurb – Main On-air studio aka “master control” is nearing completion. Computers are connected and sound is running through console board. Engineers are confident that work will be completed and we will be back on-air from the main studio by February 20th. Once we are back in the main studio, engineers will get back to work on the final touches in the production studio. An additional benefit of the refurbished studio is an improved ergonomic design.

Business Believers – This program has been put on hiatus. Reasons for this include lack of interest in the program (no participants in over a year) and the small return on Marilyn’s time investment. Underwriting resources will be redirected to standard underwriting agreements.

Website – Things are taking shape with weekly updates from Freelock. A multi-generational group of volunteers (Eric Fetters-Walp, Michael Svob, Jim Causey, Henry J and Sarah Allen) has been formed for testing and content entry. Once the website is closer to completion, we will ask our Web Team to assist.

App – The app builder has suggested that we consider launching the app to coincide with the new website. We also need the new logo design and color scheme.

Logo – The volunteer votes and feedback regarding designs and colors were shared with the artist. Revised logo artwork is due by early next week. We will display those options for the volunteer votes and feedback at the quarterly meeting on February 19th.

Digitized Music Library – Continues to grow and is up to 6,000 songs.

Underwriting vs. Advertising – A review of FCC standards for Public/Non-Commercial radio stations. Underwriting messages should be 20 to 30 seconds in length. Underwriting messages must be purely informational (name, location, slogan) but cannot include “calls to action” or promotional language. Shorter breaks for underwriting messages with a maximum of 3 to 4 messages per break and the length should not exceed two minutes.

Treasurer’s Report

Bank Balances as of 2/10/2026

Checking \$24,223

Saving \$30,032

CD \$169,565

TOTAL \$223,820

New Business

Spring Membership Campaign – scheduled to begin on Thursday, March 12th.

KSER Year End Event – Garrett is considering attending Non-Commvention (May 5th -8th) in Philadelphia for music industry networking and making the case for KSER. Estimated total expense is estimated at \$1,500. Note: this is currently an unbudgeted expense.

Board Recruitment – Vacancies: Board Members are encouraged to recruit candidates with expertise in CPA/Finance, Legal and HR. Garrett has board packet with applications, job description and bylaws available for prospective board candidates.

Staffing and Tabling Events – Everett Farmers Market begins in May. We are finalizing details for KSER to have a weekly presence every Sunday (10:30AM-3:00PM) every Sunday through October by sharing tent/booth space with the city of Everett. We will need the help of volunteers, staff and board to work the event weekly.

Public Comment - none

Next meeting – March 10, 2026 in-person

7:20PM Meeting Adjourned

Minutes by Ashley McDonald