

MINUTES
KUOW/PUGET SOUND PUBLIC RADIO
Development Committee Meeting
September 28, 2016
12:00 PM – 1:30 PM

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at KUOW’s Office in the Marconi Conference Room on September 28, 2016 at 12:00 PM.

PRESENT: Indranil Ghosh (Chair), Judy Endejan (Board Chair), Vivian Phillips, Caryn Mathes (President & CEO), and Colleen Echohawk (via phone)

ABSENT: Maryfrances Lignana, Bob Stokes and Nelson Dong

ALSO ATTENDING (STAFF): Karyn Andriesen, Matt Albertson, Hollie Seiler and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Chair Indranil Ghosh welcomed the Committee members and called the meeting to order at 12:03 pm. There were no conflict of interests.

II. Approval of Minutes

Mr. Ghosh called for the approval of the minutes of the June 29, 2016 Development Committee Meeting. With no objections or changes, a motion was duly made and seconded; the Committee approved the minutes as presented.

III. Chairs Report

Mr. Ghosh provided a brief history on the KUOW Endowment Policy and Developments involvement. The Committee discussed updating the policy to align with the KUOW strategic business plan, clarifying its purpose, establishing a percentage for fund payout, as well as crafting a cash reserves policy to support strategic initiatives. The Finance & Audit Committee is responsible for updating the policy. KUOW Management has requested this be a priority. A draft has been forwarded to the F&A Chair to finalize.

Ms. Mathes will reach out to the UW and peer stations to get examples of their governing board endowment policies. Ms. Andriesen will provide information on what donors would defined and outlined in the policy. The Committee agrees that a revised version of the policy be presented to the full Board at the next meeting for approval.

IV. Development Committee Purpose Statement

Members agreed that the committee’s purpose has evolved due to the strategic goals. The Committee discussed revising their purpose statement to be more specific – outlining what it means to be a brand ambassador; identifying organization specific duties and board specific duties.

Mr. Ghosh requested that the Committee members re-examine the purpose statement and member expectations. The Committee agreed to review all KUOW Board Committees’ Purpose Statement. Ms. Robinson will send a digital copy of the statement to members. The Committee would like to present a draft charter to the full board at its next meeting in November.

V. Board Socialization

Ms. Andriesen provided the Committee with an update on the face2face meetings and major donor conversations. The Committee received a copy of the “Ask to Make it Happen” flyer and Fall 2016 Impact Bulletin. She requested that the members share this information in their communities and with colleagues. Ms. Andriesen informed the Committee about fall pledge, the Board Challenge and upcoming events.

The Committee requested that the Development Team follow up after face2face meetings, reconnecting with an email and invite to a KUOW community sponsored event.

VI. Other Business

There was a discussion about the timeline and orientation material for onboarding new Board members. Ms. Endejan requested that we send her the Statement of Purpose for all committees. She will reach out to the Committee Chairs regarding revising statements before the November 3, 2016 Board Meeting.

Mr. Ghosh thank the members for their on-going participation and commitment to Development Committee.

VII. Adjournment

There being no further business, Mr. Ghosh adjourned the Development Committee meeting at 1:02 PM. No date was set for the next committee meeting.

Respectfully submitted,
Indranil Ghosh
Approved on 02.08.17

ACTION ITEMS

Action Item 1: Ms. Endejan to reach out to Finance & Audit Chair regarding Endowment Policy

Action Item 2: Ms. Mathes will provide examples of endowment policies developed by peer stations

Action Item 3: Ms. Robinson to send digital copy of Development Committee Purpose Statement to members to rewrite.

Action Item 4: Ms. Robinson to send all Committee Purpose Statements to Board Chair

Action Item 5: Ms. Endejan to email Committee Chairs regarding updating their Committee purpose statement to review before next Board meeting.

Action Item 6: Ms. Andriesen to provide “Ask to Make it Happen” flyers and Fall Impact Bulletins at November Board Meeting.

Action Item 7: Ms. Andriesen will send members what Donors would like explained in Endowment Policy.

Action Item 8: Committee Members to re-examine its purpose statement, and provide feedback to the Committee Chair and Management.

Action Item 9: Include draft purpose statement & endowment policy (if available) on Nov 3, 2016 Board meeting agenda.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
FEBRUARY 8, 2017
12:00 PM – 1:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at KUOW’s Office in the Marconi Conference Room on February 8, 2017 at 12:00 PM.

PRESENT: Indranil Ghosh (Chair), Haeryung Shin (Board Chair), Colleen Echohawk, and Bob Stokes

CONFERENCING IN: Vivian Phillips and Maryfrances Lignana

ALSO ATTENDING (STAFF): Karyn Andriesen, Caroline Dodge, Janice McKenna, Josh Herrington, Matt Albertson, Melissa Laird, Hollie Seiler and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Chair Indranil Ghosh welcomed the Committee members and called the meeting to order at 12:07 pm. There were no conflict of interests.

There was a Development staff introduction and a brief summary of their roles.

II. Approval of Minutes

Mr. Ghosh called for the approval of the minutes of the September 28, 2016 Development Committee Meeting. With no objections or changes, a motion was duly made by Ms. Phillips and seconded by Ms. Echohawk; the Committee approved the minutes as presented.

III. Chairs Report

Mr. Ghosh spoke about attendance and reminded members to participate by phone when they cannot make meetings in person to ensure a quorum.

IV. 65th Anniversary

Ms. Caroline Dodge gave an overview of the 65th Anniversary events and activities. A webpage dedicated to KUOW’s anniversary will be created and available to donors and listeners all year. Archived podcasts and material from 1991 will be posted to the site. Ms. Dodge will provide list of events to the Board.

V. Committee Purpose Statement

The Committee reviewed their purpose statement. Mr. Ghosh asked members to provide their comments to him in a week.

VI. Board Alumni Reception

Ms. Andriesen recommended to decouple the Board Alumni and Annual Meeting. The Committee brainstormed ideas to engage alumni throughout the year. The Major Gifts Team will develop a structure for future alumni events. Members agreed to recommend this change to Executive Committee.

VII. Board Socialization

Ms. Andriesen provided the Committee with an update on the face2face meetings and major donor conversations. The Committee discussed revising the SBP socialization process. Mr. Ghosh and Ms. Andriesen will draft a slate of activities that Board members can engage in with community members, as options along with socializing the Strategic Business Plan, in order to meet their requirements as KUOW Ambassadors. Members will review suggestions at the next committee meeting.

VIII. Development Strategic Plan

Ms. Andriesen provided an update on the FY17 Development Team goals in Strategic Business Plan. She reported that IG is ahead of last year revenue year-to-date. Overall YTD revenue is short of FY17 goals. Members discussed the schedule of the pledge drives and major gifts fundraising projects. Ms. Andriesen gave an overview of the YTD progress against departmental goals.

Ms. McKenna gave an YTD financial report on revenue. Finance is working with Development to create a 6-month financial assumption and on the FY18 Budget. She reported that a revenue forecast model will be developed for inclusion in the GM Monthly Metrics. Mr. Ghosh requested that management provide actuals vs forecast for underwriting revenue and copy of Media Sponsorship packet to Members at the next meeting.

IX. Adjournment

There being no further business, Mr. Ghosh adjourned the Development Committee meeting at 1:37 PM.

Respectfully submitted,
Indranil Ghosh
Fieta Robinson
Approved on 06.07.17



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

**APRIL 12, 2017
12:00 PM – 1:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at KUOW’s Office in the Marconi Conference Room on April 12, 2017 at 12:00 PM.

PRESENT: Vivian Phillips (Acting Chair), Maryfrances Lignana, Bob Stokes and Caryn Mathes

ABSENT: Indranil Ghosh (Chair), Haeryung Shin (Board Chair), and Colleen Echohawk

ALSO ATTENDING (STAFF): Karyn Andriesen, Andrew Storms, Caroline Dodge, Josh Herrington, Matt Albertson, Melissa Laird, Hollie Seiler and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Acting Chair Vivian Phillips welcomed the Committee members and called the meeting to order at 12:05 pm. There were no conflict of interests. Members and attending staff were asked to introduce themselves.

II. Approval of Committee Minutes

Due to the lack of quorum, the February 8, 2017 meeting minutes were tabled until the next Committee meeting.

III. Board SBP Socialization

Ms. Andriesen provided the Committee with a list of alternative methods for Board Directors to socialize the strategic business plan and opportunities to increase their ambassadorship. She also gave an update on the progress made on socializing the plan to date.

IV. Board Alumni Gatherings

The Committee was provided a proposal for Board Alumni Gatherings. Andrew Storms gave an overview of the objectives and event series. The Committee discussed the timeline, possible guest speakers and topics, as well as various ways to increase alumni participation. They ask the staff to consider having an event on the eastside or another area in KUOW listenership area.

V. Give Big

Mr. Herrington gave an overview of the May 10th Give Big goals, themes and marketing timeline. He informed the Committee that Seattle Foundation will not be doing its matching stretch this year. Ms. Andriesen gave a brief history on the Foundation’s past practices and KUOW’s revenue received over the years through their program. The Committee discussed what participation in the program would yield in the future. The Committee expressed some concern about donor fatigue with Give Big so close to the June pledge dates.

VI. Development FY17 Strategy Update

Ms. Andriesen presented a year-to-date update on Development’s initiatives and goals from Strategic Business Plan. She reported a 24% increase in new membership; 26% increase in Evergreen revenue;

33% increase in mid-level giving; and 5.6% increase in Broadcasts Circle revenue. FY17 YTD income is 22% ahead of FY16, and IG is projected at 96% of annual goal. The Committee was informed that Development department is currently fully staffed. Ms. Andriesen highlighted FY18 proposed goals, recommended changes, and new initiatives.

VII. Other Business

There was a brief discussion on the definition of donor vs membership and providing clarity on the terms for members who are not sustainers.

Members were provided with the Spring Impact Bulletin.

VIII. Adjournment

There being no further business, Ms. Phillips adjourned the Development Committee meeting at 1:32 PM. The Committee thanked Ms. Phillips for facilitating the meeting.

Respectfully submitted,
Vivian Philips, Acting Chair
Fieta Robinson, Board Liaison

Approved on June 7th, 2017



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
JUNE 7, 2017
12:00 PM – 1:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at KUOW’s Office in the Marconi Conference Room on June 7, 2017 at 12:00 PM.

PRESENT: Haeryung Shin, Colleen Echohawk, Vivian Phillips, Bob Stokes and Caryn Mathes

CONFERENCING IN: Indranil Ghosh (Chair)

ABSENT: Maryfrances Lignana

ALSO ATTENDING (STAFF): Karyn Andriesen, Katy Sewall, Andrew Storms, Matt Albertson, Melissa Laird, Hollie Seiler and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Chair Indranil Ghosh welcomed the Committee members and called the meeting to order at 12:01 pm. There were no conflict of interests.

II. Approval of Committee Minutes

Mr. Ghosh called for the approval of the minutes of the February 8, 2017 and April 12, 2017 Development Committee Meetings. With no objections or changes, a motion was duly made by Ms. Shin and seconded by Mr. Stokes; the Committee approved the minutes as presented.

III. FY17 Development YTD Revenue Update

Ms. Andriesen presented Development’s year-to-date progress on FY17 revenue goals. She provided an overview on fundraising activities, campaigns and membership renewals. The Committee requested an update when the June revenue has been posted.

IV. Board Alumni Events Update

Ms. Andriesen gave an update on past alumni and station events. The Committee was provided a list of events and activities for Board Alumni to attend. She reviewed the event scheduled, highlighting upcoming events. Members discussed alumni attendance at previous meetings and brainstormed ideas to increase their participation in station events. The committee purposed hosting GM Alumni Counsel events focused on specific topics important to them. Management ask members to invite board alumni they know to join them at an upcoming event.

There was a discussion about board exit reviews and responsibility. Mr. Stokes suggested two to three Directors across committees meet with retiring members before they leave the Board. He will work with the Governance committee on questionnaire. Management offered to assist in creating some questions.

V. UW Foundation Invitation to KUOW

KUOW received an invitation from UW Foundation to join their board. Management recommends that Board Director Vivian Phillips be appointed as KUOW representative. The Committee discussed the benefits for the station, the meeting cadence and member responsibilities. The Committee recommended that a formal process be in place for future invitations to Directors to serve on outside Boards and Committees on KUOW's behalf.

VI. Development's Role in Board Recruitment

Ms. Andriesen shared her team's interest in putting forth potential candidates for Board membership. Mr. Stokes gave an overview of the recruitment process. The committee discussed various options for incorporating the Development team's suggestions for future nominations. The Team will send names and bios of prospects to Governance for review and consideration.

VII. Other Business

There was an introduction of the new MG Coordinator, Katie Seward. Ms. Andriesen gave an overview of her role and responsibilities.

The Committee briefly discussed FY18 Give Big and recent changes to the matching gift program. Management outlined the pros and cons for the station participation weighing costs against gross revenue.

VIII. Adjournment

There being no further business, Ms. Shin adjourned the Development Committee meeting at 1:12 PM.

Respectfully submitted,
Fieta Robinson, Board Liaison