



## **KUOW, Reach & Resource Committee: May 18, 2022 Meeting - Please confirm your availability**

KUOW

May 18, 2022 at 3:30 PM PDT to May 18, 2022 at 5:00 PM PDT

### **Agenda**

#### **Committee Purpose**

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

- (1) Ensuring that all Board members have the capacity to be effective ambassadors when representing the organization, and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
- (2) Cultivating and activating relationships in the community in support of KUOW strategic initiatives;
- (3) Help to identify strategies, develop best practices and methods, and promote community events;
- (4) Perform such other functions required by law or otherwise as are necessary or appropriate to further the Committee's purposes or as may from time to time be delegated to the Committee by the Board

#### **Meeting Objectives**

Continuing work on the 2022 Workplan  
Furthering accountability with engagement

#### **I. Welcome & Call to Order**

**3:30 PM**

Presenter: Claire O'Donnell

##### **A. Invitation to Disclose Possible Conflicts of Interest**

##### **B. Approval of March 16, 2022, Reach & Resource Committee Meeting Minutes**

##### **C. Overview of Meeting**

#### **II. Committee Business**

**3:35 PM**

Presenter: Claire O'Donnell

##### **A. Review & Edit Workplan**

##### **B. Discuss Engagement Form Idea for New Year**

Extension and Implementation of the "Opportunities & Engagement" Sheet  
-Timeline? Deadline? for completing their "top 3" engagements

#### **III. Station Business Report**

**4:35 PM**

##### **A. 70th Anniversary Marketing & Fundraising Update**

Guests: Michaela Gianotti , Rashad Brown

##### **B. Philanthropy Hiring Update**

Guest: Steve Alexander

## **Philanthropy Hiring Update**

1. Institutional Giving Officer – Final round interviews have been held with the hiring panel. We meet next week to discuss candidates, with the hope of making a conditional within a week.
2. Planned Giving Officer – Final interviews with hiring panel are being scheduled now for next and the following week.
3. Major Gift Officer – Final interviews with hiring panel are being scheduled now.

## **C. FY22 YTD Audience Development Updates**

### **D. "Wins of the Week"**

#### **IV. Other Business**

**4:45 PM**

Presenter: Claire O'Donnell

#### **A. Topics for Full Board Meeting Agenda**

##### **1. 6/23/22 BOD Meeting**

#### **V. Public Comment/Executive Session**

**4:55 PM**

#### **VI. Adjourn**

#### **VII. Date of Next Meeting : August 17, 2022**



# APPROVED KUOW, Reach & Resource Committee: May 18, 2022 Meeting Minutes

KUOW-Zoom  
May 18, 2022 at 3:30 PM PDT

## Attendance

### Members Present (Remote):

Ryleigh Brimhall, Shawnteasha Kirkwood-Coleman, Caryn Mathes, Filiz Efe McKinney, Claire O'Donnell, Fieta Robinson, Kerry Swanson

### Members Absent:

Michelle Merriweather, Virginia Anderson, Wassef Haroun, David Iyall

### Guests Present (Remote):

Steve Alexander

#### I. Welcome & Call to Order

Ms. O'Donnell called the meeting to order at 3:39 PM.

##### A. Invitation to Disclose Possible Conflicts of Interest

There was no conflict of interests expressed.

##### B. Approval of March 16, 2022, Reach & Resource Committee Meeting Minutes

Due to a lack of committee quorum, the Reach & Resource March 16th Draft Committee Minutes were not voted on until the next committee meeting.

#### II. Committee Business

##### A. Review & Edit Workplan

Ms. O'Donnell lead deeper discussion of the Reach & Resource workplan. The focus of the updates were centered on the aligning the workplan to the Strategic Impact Framework, Quarterly Pledge Drives, and other major KUOW events.

##### B. Discuss Engagement Form Idea for New Year

Ms. O'Donnell presented a draft of the Engagement Form. The committee discussed any corrections and how to share it out to the full board members.

#### III. Station Business Report

Mr. Alexander provided an update on the revenue departments. Marketing and Membership's progress on 70th Anniversary Campaign. Philanthropy was in the final steps for three employee positions.

#### IV. Adjourn

With no further business, Ms. O'Donnell adjourned the meeting of the Reach & Resource Committee meeting at 4:35 pm.