



KUOW, Reach & Resource Committee: October 25, 2022 Meeting - Please confirm your availability

KUOW

Oct 25, 2022 at 3:30 PM PDT to Oct 25, 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

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| I. Welcome & Call to Order | 3:30 PM |
| A. Invitation to Disclose Possible Conflicts of Interest | |
| B. Approval of Reach & Resource Committee Meeting Minutes | |
| C. Overview of Meeting | |
| II. Committee Business | 3:35 PM |
| A. Review Engagement Form Idea for New Year | |
| B. Review & Discussion of R&R 2022 Committee Success & Improvements for 2023 | |
| III. Station Business Report | 4:00 PM |
| A. Review & Discuss Board Monthly Engagement Newsletter | |
| B. Reach & Resource Departments Updates | |
| IV. Other Business | 4:45 PM |
| A. Topics for Annual Board Meeting Agenda | |
| V. Public Comment/Executive Session | 4:55 PM |
| VI. Adjourn | |
| VII. Date of Next Meeting : TBD Jan 2023 | |



APPROVED KUOW, Reach & Resource Committee: October 25, 2022 Meeting Minutes

KUOW – Zoom & In-Person | Oct 4, 2022, at 3:00 PM PDT

In-Person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle WA 98105

Virtual Location: Zoom

Attendance

Members Present (Remote): David Iyall, Claire O'Donnell, Connie Kravas (Guest)

Members Absent: Michelle Merriweather, Virginia Anderson, Wassef Haroun, Filiz Efe McKinney

Staff Present (Remote): Steve Alexander, Shawnteasha Crow, Caryn Mathes, Michaela Gianotti Boyle, Rashad Brown, Zaki Hamid, Courtney Miller

Staff Present (In-Person): Ryleigh Brimhall

I. Welcome & Call to Order

- i. Mrs. O'Donnell called the meeting to order at 3:34 pm.
- ii. Invitation to Disclose Possible Conflicts of Interest
 - i. Mrs. O'Donnell called for the Committee to disclose possible conflicts of interest, and none were expressed.
- iii. Approval of Reach & Resource Committee Meeting Minutes
Due to a lack of quorum, the meeting minutes could not be approved at this time.

II. Committee Business

- i. Review Engagement Form Idea for New Year
 - i. Due to a lack of quorum, this topic was moved to the next meeting.

III. Station Business Report

- i. Mr. Alexander, Mrs. Gianotti Boyle, Mr. Hamid, Mr. Brown, and Mrs. Miller presented a joint presentation on a Q3 summary of activities and fundraising performance for the committee.

Mr. Alexander presented on the current fundraising and stewardship goals of the Philanthropy team and forecasted goals for Q4.

Mrs. Gianotti Boyle shared updates for social media, including the launch of KUOW's TikTok, events, and email automation.

Mr. Hamid presented on the internal and external work the Community Engagement team has been doing in Q3 including seeking listener feedback, going on reporter trips, and tabling at the CID Block Party.

Mr. Brown informed the Committee that Membership is on track for member renewal even with a dip in membership in September 2022 vs September 2021. And provided a high-level overview of end of year campaigns.

Mrs. Miller's presentation on Business Support included highlights on revenue and the team's focus on increasing outreach.

- ii. Review & Discuss Board Monthly Engagement Newsletter
 - i. Mr. Alexander overviewed the August and September Board Newsletter and took questions and feedback from the Committee.

IV. Other Business

- i. Topics for Annual Board Meeting Agenda
 - i. Mrs. O'Donnell will be adding the Board Engagement Form and Plan, and, Committee Attendance to discussion for the Executive meeting/Annual meeting.

V. Public Comment/Executive Session

- i. Mrs. O'Donnell asked for comments from the public and none expressed or in attendance. There was no executive session called for this meeting.

VI. Adjourn

- i. Mrs. O'Donnell concluded the meeting at 4:48pm.