



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, August 18, 2021
3:30 – 4:30 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJMIcuCqj4sG9Zb1iTDVK82hfqB26Zx81XI>

NORTH STAR: A fertile and vibrant ecosystem exists for community and democracy to thrive.

INTENDED IMPACT: A platform exists enabling all in the Puget Sound Region to understand and navigate what is happening in the world around them leading to their greater agency and empowerment.

MISSION: Create and serve an informed public.

VISION: Broaden conversations. Deepen understanding.

MEETING OBJECTIVES

- 1) Sharing the Strategic Vision from New Director of Philanthropy FY22 Workplan with Committee
- 2) Redefining & Redesigning the Development Committee Work and Structure

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) How do we reboot and redesign Committee to have it be more meaningful?
-Using Human Center Design? Testing with Focus Groups?

AGENDA

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of Committee Minutes 4. Overview of Meeting 	Virginia Anderson Exhibit 1
3:35-3:50 pm <i>10 min</i> <i>5 min</i>	<ol style="list-style-type: none"> 5. Collaborations <ul style="list-style-type: none"> ➤ NPR – Disinformation Collab ➤ ArtsFund Pilot 6. Audience Development Updates <ul style="list-style-type: none"> ➤ FY22 YTD Business Support ➤ FY22 YTD Membership ➤ FY22 YTD Major Gifts 	Steve Alexander Exhibit 2 Courtney Miller Rashad Brown Steve Alexander
3:50-4:20 pm <i>30 min</i>	<ol style="list-style-type: none"> 7. Committee Business <ul style="list-style-type: none"> ➤ UW Foundation Update ➤ Rethinking on Structure & Purpose A. Discussion of Board Engagement Tools 	Virginia Anderson Vivian Phillips Exhibit 3 Virginia Anderson Steve Alexander

An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.



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4:20-4:25 pm <i>5 min</i>	8. Other Business	Virginia Anderson
4:25-4:30 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda ➤ Thursday, September 23, 4:30 PM	Virginia Anderson
4:30 pm	10. Adjourn	Virginia Anderson

Next Committee Meeting: Wednesday, October 20, 2021

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes from 5/19/21
- Exhibit 2 – Audience Development Updates
- Exhibit 3- Development Committee Charter

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
AUGUST 18, 2021
3:30 – 4:30 PM**

APPROVED MINUTES

Upon notice duly given, a meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held virtually on August 18th, 2021 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Virginia Anderson (Vice Chair), Connie Kravas, Vivian Phillips, Caryn Mathes (GM/Pres) and Heidi de Laubenfels

ABSENT: Sharon Kioko

ALSO ATTENDING (STAFF): Steve Alexander, Rashad Brown, Fieta Robinson (Board Liaison) and Ryleigh Brimhall

I. Call to Order

Ms. Anderson called the meeting to order at 3:32 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting.

II. Approval of Committee Minutes

Ms. Anderson called for the approval of the minutes of May 19, 2021, Development Committee Meeting. A motion was duly made by Ms. Kravas and seconded by Ms. Phillips. With no objections, the minutes were approved as presented.

III. Station Business Report

Mr. Alexander presented on a couple of KUOW fundraising collaborations. The first collaboration was five-month campaign with NPR & fifteen local stations across the country focused on disinformation. The second collaboration was with Seattle Arts Fund where KUOW promoted local arts organizations that would otherwise not receive the kind of support and platform that KUOW can provide.

IV. Audience Development Updates

FTD FY22 Business Support Highlights

Mr. Alexander presented a Business Support Report. Business Support FYTD Actuals, at \$234,020, short of the FYTD Goal of \$270,000

FTD FY22 Membership Highlights

Mr. Brown presented a Membership Report. Membership FYTD Actuals, at \$626,983, short of the FYTD Goal of \$840,000. Membership had an achievement of 20,200 Evergreen Members, 42% of KUOW membership base.

FTD FY22 Philanthropy Highlights

Mr. Alexander presented a Philanthropy Report. Major Gifts FYTD Actuals, at \$141,000, surpassed the FYTD Goal of \$31,365



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
AUGUST 18, 2021
3:30 – 4:30 PM**

APPROVED MINUTES

V. Committee Business

UW Foundation Updates

Ms. Phillips presented an annual update on philanthropic support by area and broadcasting services noted 14,374 donors from a total pool of 22,742 donors for the current month.

Rethinking on Structure & Purpose

Mr. Alexander briefly presented on opportunity for the Development committee to expand the purpose and further deeper engagement with members through meaningful impact and human centered design.

VI. Topics for Full Board Meeting Agenda

Ms. Anderson suggested to provide an update on fundraising collaborations and committee's work on development of a tool for the whole board to better understand their opportunities to be philanthropists and ambassadors for KUOW.

VII. Adjournment

With no more business to address, Ms. Anderson adjourned the Development Committee meeting at 4:35 PM.

Respectfully submitted,
Filiz Efe McKinney, Development Committee Chair
Fieta Robinson, Board Liaison



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 20, 2021
3:30 – 5:00 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJAldeGqqzMtHNdM5EtpHZBVckmCw11NfLoI>

NORTH STAR: A fertile and vibrant ecosystem exists for community and democracy to thrive.

INTENDED IMPACT: A platform exists enabling all in the Puget Sound Region to understand and navigate what is happening in the world around them leading to their greater agency and empowerment.

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MEETING OBJECTIVES

- 1) Sharing the Strategic Vision from New Director of Philanthropy FY22 Workplan with Committee
- 2) Redefining & Redesigning the Development Committee Work and Structure

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) How do we bridge the gap between the interested members and the committee purpose?

AGENDA

3:30-3:35 pm <i>5 min</i>	1. Welcome and Call to Order	Filiz Efe McKinney
	2. Invitation to Disclose Possible Conflicts of Interests	
	3. Approval of Committee Minutes	Exhibit 1
	4. Overview of Meeting	
3:35-3:50 pm <i>10 min</i>	5. Collaborations	Steve Alexander
	➤ Development Staff Updates	
	6. Audience Development Updates	Exhibit 2
3:50-4:50 pm <i>60 min</i>	➤ FY22 YTD Business Support	Courtney Miller
	➤ FY22 YTD Membership	Rashad Brown
	➤ FY22 YTD Major Gifts	Steve Alexander
	7. Committee Business	Filiz Efe McKinney
	➤ UW Foundation Update	Christopher Jay
4:50-4:55 pm <i>5 min</i>	➤ Rethinking on Structure & Purpose	Filiz Efe McKinney
	➤ Informational Survey Results	
	8. Other Business	Filiz Efe McKinney

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4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Annual Meeting Agenda ➤ Thursday, November 18, 4:30 PM – 8:00 PM	Filiz Efe McKinney
5:00 pm	10. Adjourn	Filiz Efe McKinney

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 2021
3:30 – 5:00 PM**

APPROVED MINUTES

Upon notice duly given, a meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held virtually on October 21st, 2021 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Virginia Anderson (Vice Chair), Connie Kravas, Caryn Mathes (GM/Pres) and Sharon Kioko

ALSO ATTENDING (STAFF): Steve Alexander, Rashad Brown, Fieta Robinson (Board Liaison) and Ryleigh Brimhall

I. Call to Order

Ms. McKinney called the meeting to order at 3:40 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting.

II. Approval of Committee Minutes

Ms. McKinney called for the approval of the minutes of August 18, 2021, Development Committee Meeting. A motion was duly made by Ms. Anderson and seconded by Ms. Kravas. With no objections, the minutes were approved as presented.

III. Station Business Report

Mr. Alexander updated on five-month campaign with NPR & fifteen local stations across the country focused on disinformation and it ended with an hour-long event with over 600 attendees. Philanthropy and Membership leadership collaborated on matching donations of \$230,000 from current donors for the Fall Pledge Drive to encourage larger donations and new members. He provided a brief update hiring process to fill the vacant positions in Philanthropy.

IV. Audience Development Updates

FTD FY22 Business Support Highlights

Mr. Alexander presented a Business Support Report. Business Support FYTD Actuals, at \$990,228 surpassed of the FYTD Goal of \$932,000.

FTD FY22 Membership Highlights

Mr. Brown presented a Membership Report. Membership FYTD Actuals, at \$2,026,022, short of the FYTD Goal of \$2,466,000.

FTD FY22 Philanthropy Highlights

Mr. Alexander presented a Philanthropy Report. Major Gifts FYTD Actuals, at \$310,690, surpassed the FYTD Goal of \$210,998.

V. Committee Business

UW Foundation Updates

There was no UW Foundation Update at this time.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 2021
3:30 – 5:00 PM**

APPROVED MINUTES

Rethinking on Structure & Purpose

Ms. McKinney led a discussion on potential changes in structure and purpose of the committee to close the gap with board member engagement and investment.

VI. Topics for Annual Board Meeting Agenda

Ms. McKinney suggested to provide an updated staff list and board pledge form for the Annual Meeting.

VII. Adjournment

With no more business to address, Ms. Anderson adjourned the Development Committee meeting at 5:09 PM.

Respectfully submitted,
Filiz Efe McKinney, Development Committee Chair
Fieta Robinson, Board Liaison



KUOW, Reach & Resource Committee: January 19, 2022 Meeting - KUOW

Jan 19, 2022 at 3:30 PM PST to Jan 19, 2022 at 5:00 PM PST

Remotely via Zoom

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

- Get grounded and familiarized with KUOW’s fundraising and community outreach.
- Review and Finalize Committee Charter and Workplan

Questions

1. What are best practices in other boards or committees that you think we could consider adopting?

I. Welcome & Call to Order

3:30 PM

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of October 20, 2021, Reach & Resource Committee Meeting Minutes

C. Welcome The New Committee and Members

3:35 PM

1. Marketing- Michaela Gianotti

2. Community Engagment- Zaki Hamid
3. Philanthropy- Steve Alexander
4. Business Support- Courtney Miller
5. Membership- Rashad Brown

D. Overview of Meeting

- | | |
|---|----------------|
| II. Committee Business | 4:00 PM |
| A. Workplan Review | |
| B. Charter Review | |
| C. Committee Update | |
| III. Station Business Report | 4:40 PM |
| A. FY22 YTD Audience Development Updates | |
| IV. Other Business | 4:45 PM |
| V. Topics for Full Board Meeting Agenda | 4:50 PM |
| A. 2/24/22 BOD Meeting | |
| VI. Public Comment/Executive Session | 4:55 PM |
| VII. Adjourn | |
| VIII. Date of Next Meeting : March 16 2022 | |



KUOW, Reach & Resource Committee: January 19, 2022 Meeting APPROVED Minutes

KUOW

Jan 19, 2022 at 3:30 PM PST

@ ZOOM

Attendance

Members Present (Remote):

Virginia Anderson, Ryleigh Brimhall, David Iyall, Caryn Mathes, Filiz Efe McKinney, Claire O'Donnell, Fieta Robinson, Kerry Swanson

Members Absent:

Michelle Merriweather , Wassef Haroun

Guests Present (Remote):

Steve Alexander, Rashad Brown, Michaela Gianotti, Zaki Hamid, Courtney Miller

I. Welcome & Call to Order

Ms. O'Donnell welcomed the Committee members and called the meeting to order at 3:32PM.

A. Invitation to Disclose Possible Conflicts of Interest

There was no conflict of interests expressed.

B. Approval of October 20, 2021, Reach & Resource Committee Meeting Minutes

Motion:

Ms. O'Donnell called for the approval of the Minutes of October 20, 2021, Development Committee Meeting.

Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney. The motion was carried, the Committee approved the minutes as presented

C. Welcome The New Committee and Members

Ms. O'Donnell introduced the new committee, members, and attending staff. Ms. Mathes introduced Kerry Swanson. Lead staff members briefly presented on their department and provided opportunities for the committee and the board to engage with these departments.

1. Marketing- Michaela Gianotti

Michaela Gianotti, KUOW Director of Marketing, presented about the Marketing Department. The Marketing Department focused on generating awareness with new audiences and deepening engagement with known and unknown audiences. For 2022, Marketing Department was working on the 70th Anniversary Campaign, Lead Conversion, Hybrid In-Person/Virtual Events, and Audience Research. Ms. Gianotti requested support from the committee and the board with the 70th Anniversary, Digital Marketing Growth, and Audience Research.

2. Community Engagment- Zaki Hamid

Zaki Hamid, Director of Community Engagement, presented the work of the KUOW Community Engagement (CE) Department. CE Department was dedicated to Community Engagement, Speakers' Forum Podcast, and Radio Active Youth Media Program. CE's purpose was to connect communities in the Puget Sound Region to KUOW's content makers to make the more holistic coverage and encompass the region. Mr. Hamid asked that the committee and full board support and engage with The Community Feedback Club and The Soundside Listener Network.

3. Philanthropy- Steve Alexander

Steve Alexander, Director of Philanthropy, presented on the Philanthropy Department. The Philanthropy Department focused on nurturing relationships with individuals and institutions whose values and interests align deeply with KUOWs. They strived to secure annual and transformational support through direct asks, small-scale events, and grant requests. They maintained a shared portfolio of approximately 700 donors who originate primarily from KUOW's membership base. Mr. Alexander asked that the committee and full board support by;

- Making a Financial Contribution to KUOW,
- Attend, Chair & Promote KUOW Events,
- Support efforts to appreciate KUOW Donors,
- Introduce Prospective Donors to KUOW's Philanthropy Team, and
- Support staff recruitment through personal networks.

4. Business Support- Courtney Miller

Courtney Miller, Director of Business Support, provided an overview of her department. Business Support, also known as corporate support,

sponsors, and underwriting, was considered a revenue stream for KUOW. For FY22, approximately 20% of gross revenues would come from Business Support. Through Business Support, businesses and organizations would place a media schedule to message to the KUOW audience. KUOW offered on-air messages, pre-rolls for our live stream and podcasts, and web banners on kuow.org and newsletters, drawing a direct connection between a business's products, services, events, mission, and KUOW audience. These messages were paid schedules acknowledging a business' support with language that describes the organization's goods and services. These were similar to other media buys in the way they are priced. However, messages would need to adhere to the FCC's copy guidelines for public radio and KUOW's self-imposed guidelines, which maintain the integrity of the noncommercial environment on air. All business support schedules were considered a donation to the station. Ms. Miller requested the committee and board with connecting Business Support with being introduced to high-level contact or decision-maker with harder-to-access organizations and businesses.

5. Membership- Rashad Brown

Rashad Brown, Director of Membership, provided an overview of his department. Membership department focused on listeners who have taken that first financial step to become contributing members and to create prospect pool for philanthropy.

II. Committee Business

A. Workplan Review

The committee review the Draft 2022 Workplan. The committee suggested further aligning the requests presented by staff during this meeting to the draft workplan.

B. Committee Update

III. Station Business Report

Audience Development Updates

FTD FY22 Business Support Highlights

Business Support FYTD Actuals, at \$2,503,311 surpassed the FYTD Goal of \$2,201,000.

FTD FY22 Membership Highlights

Membership FYTD Actuals, at \$6,347,000, short of the FYTD Goal of \$6,800,000.

FTD FY22 Philanthropy Highlights

Philanthropy FYTD Actuals, at \$1,499,487, surpassed the FYTD Goal of \$1,057,506.

IV. Adjourn

With no further business, Ms. O'Donnell adjourned the meeting of the Reach & Resource Committee meeting at 4:55 pm.



KUOW, Reach & Resource Committee: March 16, 2022 Meeting - Please confirm your availability

KUOW

Mar 16, 2022 at 3:30 PM PDT to Mar 16, 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

Finalize Workplan & Charter

I. Welcome & Call to Order

3:30 PM

Presenter: Claire O'Donnell

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of January 19, 2022, Reach & Resource Committee Meeting Minutes

C. Overview of Meeting

II. Committee Business

Presenter: Claire O'Donnell

A. Finalize 2022 Workplan

3:35 PM

B. Finalize Charter

4:00 PM

C. Committee Update

4:25 PM

Presenter: Claire O'Donnell

1. Opportunities & Expectation of Engagement

III. Station Business Report

4:35 PM

Presenter: Claire O'Donnell

A. FY22 YTD Audience Development Updates

B. "Wins of the Week"

IV. Other Business

Presenter: Claire O'Donnell

4:45 PM

V. Topics for Full Board Meeting Agenda

Presenter: Claire O'Donnell

4:50 PM

A. 4/28/22 BOD Meeting

VI. Public Comment/Executive Session

Presenter: Claire O'Donnell

4:55 PM

VII. Adjourn

Presenter: Claire O'Donnell

Date of Next Meeting : May 4, 2022



APPROVED KUOW, Reach & Resource Committee: March 16, 2022 Meeting Minutes

KUOW & Zoom
Mar 16, 2022 at 3:30 PM PDT

Attendance

Members Present (Remote):

Michelle Merriweather , Virginia Anderson, Ryleigh Brimhall, Caryn Mathes, Filiz Efe McKinney, Claire O'Donnell, Fieta Robinson, Kerry Swanson

Members Absent:

Wassef Haroun, David Iyall

Guests Present (Remote):

Stephen Alexander, Rashad Brown, Michaela Gianotti

I. Welcome & Call to Order

Ms. O'Donnell called the meeting to order at 3:32PM.

A. Invitation to Disclose Possible Conflicts of Interest

There was no conflict of interests expressed.

B. Approval of January 19, 2022, Reach & Resource Committee Meeting Minutes

Motion:

Ms. O'Donnell called for the approval of the Minutes of January 19, 2022, Reach & Resource Committee Meeting.

Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney.
The motion was carried, the Committee approved the minutes as presented

II. Committee Business

A. Finalize 2022 Workplan

Motion:

Ms. O'Donnell called for the approval of the Reach & Resource 2022 Committee Workplan.

Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney.
The motion was carried, the Committee approved the workplan with amendments.

B. Finalize Charter

Motion:

Ms. O'Donnell called for the approval of the Reach & Resource Committee Charter. Motion moved by Filiz Efe McKinney and motion seconded by Michelle Merriweather . The motion was carried, the Committee approved the workplan with amendments.

- C. Committee Update (Presenters: Claire O'Donnell)
 - 1. Opportunities & Expectation of Engagement

Motion:

Ms. O'Donnell called for the approval of the Board Engagement Opportunities Form. Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney. The motion was carried, the Committee approved the workplan with amendments to the Exec Committee

III. Station Business Report

- A. FY22 YTD Audience Development Updates

Audience Development Updates

FTD FY22 Business Support Highlights

Business Support FYTD Actuals, at \$2,797,776 surpassed the FYTD Goal of \$2,496,000.

FTD FY22 Membership Highlights

Membership FYTD Actuals, at \$7,343,542, short of the FYTD Goal of \$7,659,000.

FTD FY22 Philanthropy Highlights

Philanthropy FYTD Actuals, at \$1,657,791, surpassed the FYTD Goal of \$1,798,039.

- B. "Wins of the Week"

KUOW Staff Departments highlighted on their departments' wins and accomplishments.

IV. Adjourn

With no further business, Ms. O'Donnell adjourned the meeting of the Reach & Resource Committee meeting at 4:51 pm.



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

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- (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;
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- (3) Help to identify strategies, develop best practices and methods, and promote community events;
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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.