



KUOW, Joint FIN/SPC Committee May 25 Meeting

KUOW

May 25, 2023 at 3:30 PM PDT to May 25, 2023 at 5:30 PM PDT

Agenda

I. Welcome & Call to Order

3:30 PM

Presenter: Sharon Kioko

A. Invitation to Disclose Possible Conflicts of Interests

B. Approval of April 4, 2023 FIN Meeting Minutes

C. Approval of March 6, 2023 SPC Meeting Minutes

II. Committee Business

3:35 PM

A. Form 990 Update

Presenters: Kerry Swanson, Jessica Dial

B. Director of Finance Update

Presenter: Kerry Swanson

C. Post Retreat Debrief

Presenter: Heidi de Laubenfels

III. FY24 Budget Presentation

4:00 PM

Presenters: Caryn Mathes, Kerry Swanson, Jessica Dial

A. FY23 Year End Report & FY24 Budget Presentation

B. Management Recommendation on FY24 Endowment Withdraw?

C. Q&A

IV. Next Upcoming Meetings

A. Next FIN/EXEC Meeting- June 8 2022

B. Next FISC Meeting- August 18, 2022

V. Public Comment/ Executive Session

5:25 PM

Presenter: Sharon Kioko

VI. Adjourn

Presenter: Sharon Kioko



APPROVED: KUOW, Joint Finance, and Strategic Planning Committee
May 25, 2023, Meeting Minutes
KUOW – Zoom & In-Person | May 25, 2023 at 3:30 PM PST
In-person Location: KUOW Station, 4518 University Way NE, Suite 310, Seattle,
WA 98105
Virtual Location: Zoom

Attendance

Members Present (Remotely): Mark Ashida, David Chan, Sharon Kioko, Caryn Mathes, Jamie Robinson, Andy McGovern, Heidi de Laubenfels

Members Present (In-Person): Christopher Jay, Enrique Cerna

Members Present (Absent): Jessie Harris, Randy Hodgins, Carmen Cano, Claire O'Donnell, Wassef Haroun, Roshni Naidu

Staff Present (In-Person): Ryleigh Brimhall, Shawnteasha Crow, Kerry Swanson, Steve Alexander, Gigi Douban

Staff Present (Remotely): Jessica Dial, Fieta Robinson, Rashad Brown, Lainie Cosgrove, Jemma Hovance, Brendan Sweeney, Michaela Gianotti Boyle, Arvid Hokanson, Andy Hurst

I. Welcome & Call to Order

- i. Dr. Kioko called the meeting to order at 3:34 PM.
- ii. Invitation to Disclose Possible Conflicts of Interests
 - i. Dr. Kioko asked the Committee to disclose any possible conflicts of interest; none were expressed.
- iii. Approval of April 4, 2023, FIN Meeting Minutes
 - i. Due to a lack of time, approval of the April 4th Finance Meeting Minutes was moved to the following Finance Meeting.
- iv. Approval of March 6, 2023, SPC Meeting Minutes
 - i. Due to a lack of quorum, approval for the March 6th Strategic Planning Committee (SPC) Meeting Minutes was moved to the following SPC Meeting.

II. Committee Business

- i. Form 990 Update
 - i. Mr. Swanson and Ms. Dial stated the Form 990 had been filed and would be updated on the website soon.
- ii. Director of Finance Update
 - i. Mr. Swanson mentioned that the Finance Department would meet with the three finalists for the Director of Finance position.

- iii. Post-Retreat Debrief
 - i. Ms. de Laubenfels will give an update regarding the Board Retreat at the August SPC Meeting.

III. **FY24 Budget Presentation**

- i. FY23 Year End Report & FY24 Budget Presentation
 - i. Dr. Kioko welcomed Ms. Mathes to present to the Committee a review of the FY23 fiscal year and the proposal for the FY24 budget. Key points for this presentation included the change in how the station does business in the digital age, further hypothesis within the User, Usage, and Revenue model, and the significant investment categories for the FY24 budget. Ms. Mathes shared that the key goal of the approval of the budget by the Board is to support the staff and station in being competitive and viable in the digital age of news. Ms. Cosgrove and Ms. Hovance shared their projections for the audience and growth in members, respectively, and how KUOW will become more profitable within the next three years. Ms. Cosgrove shared that it is expected that within the first year, audience growth will be flat as the Station works towards pivoting from Broadcast to digital. It was assumed that Broadcast would continue to decline, and the goal within the Digital Product team is to make up for the loss in Broadcast and continue to grow within Digital.
 - ii. **Motion:**

Dr. Kioko asked for a motion to make a resolution to move the FY24 Budget to the Executive Committee. The motion was moved by Mark Ashida, and the motion was seconded by Christopher Jay. With no objections, the motion was moved.

IV. **Public Comment**

- i. There were no members of the public in person or virtually on Zoom; therefore, no public comment was made.

V. **Executive Session**

- i. Dr. Kioko adjourned the open session at 5:05 PM and called for an executive session to discuss privileged proprietary financial information.

VI. **Adjourn**

- i. Dr. Kioko adjourned the Executive Session at 5:30 PM.

FY24 PROPOSED REVENUE & EXPENSE OVERVIEW

	FY22 Actuals	FY23 Budget	FY23 Projected Actuals	FY22 Actuals vs FY23 Proj. Actuals	FY24 Budget	FY23 Proj. Actuals vs FY24 Budget	FY25 Extrapolation	FY24 vs FY25
REVENUE							TBD	TBD
Membership	11,734,900	12,500,000	11,920,000	1.6%	12,980,000	8.9%		
Business Support	4,932,396	4,900,000	4,400,234	(10.8%)	4,490,000	2.0%		
Philanthropy	2,636,397	3,300,000	3,751,693	42.3%	3,876,862	3.3%		
CPB	974,694	925,000	932,226	(4.4%)	950,000	1.9%		
Interest Income	241,785	110,000	110,000	(54.5%)	134,100	21.9%		
Univ. Of WA	131,615	130,356	138,140	(5.0%)	143,500	3.9%		
Other Revenue	574,935	60,000	60,000	(89.6%)	60,000	0.0%		
Restrictions Released	142,025	57,000	26,000	(81.7%)	50,000	92.3%		
Draw on Prior Years' Operating Margin		1,690,670	1,690,670		2,891,464	71.0%		
TOTAL GROSS REVENUE	21,368,747	23,673,026	23,028,963	7.7%	25,575,926	11.1%		
Agency Fees	(999,562)	(1,148,300)	(1,026,426)	2.7%	(1,099,960)	7.2%		
TOTAL NET REVENUE	20,369,185	22,524,726	22,002,537	7.9%	24,475,966			
EXPENSES								
Personnel Expenses	12,183,549	15,518,240	14,367,874	17.9%	16,234,843	13.0%		
Other Expenses	6,891,352	7,777,500	7,834,401	13.7%	8,241,123	5.2%		
TOTAL EXPENSES	19,074,901	23,295,740	22,202,275	16.4%	24,475,966	18.2%		
NET INCOME	1,294,284	(771,014)	(199,738)	(115.4%)	0	(18.2%)		// 19