



# KSER Foundation Board Meeting

Tuesday, June 14, 2016

KSER Studios, 2623 Wetmore Ave, Everett, WA

**KSER Mission:** To enrich our community through local, independent public radio and other services dedicated to arts, education, ideas and civic engagement.

**KSER Vision:** To be the preferred public radio stations for Snohomish and Island counties.

**KSER Strategic Goals**

- Strengthen our financial foundation
- Develop and cultivate stronger partnerships
- Increase community awareness of KSER/KXIR's unique local services
- Upgrade our technology and facilities
- Offer distinct community-focused programming and local voices on each station

**6:46**

### Call to Order and Introductions

The meeting was called to order by Vice President Mary Jane Brell Vujovic.

Board members present: Mary Jane Brell Vujovic, Sandy Thompson, Erin Monroe, Alan Jacobson, Daniel Graham, Brenda Mann Harrison, Marla Hamilton Lucas, Kara Matsuzawa (on phone)

Board members excused: Nina Martinez, Larry McKeeman

Staff members present: Tom Clendening

Guests present: Judith Strand, Linda Barth, Mary Rollins, Mike Svob, Chris Pease

### Public Comment

Mary Rollins said it was good that the board meetings are open to the public

Mike Svob asked about the board's goals and how it is communicated to the stakeholders. Board and staff responded.

### General Manager's Report

**Tom Clendening**

- The General Manager's report is attached.
- Tom reported on the silent pledge drive so far. Most pledges are from existing supporters, and are one-time rather than recurring donations. We will start a conventional pledge drive next week.
- We will be doing Project Thank You calls for the current drive. Sandy and Steve will get the needed information out to board members.
- The next broadcast class will be in August.

### Industry Update

**Tom Clendening**

- The DC Circuit Court of Appeals upheld the FCC's net neutrality rules.
- KPLU has reached its fundraising goal of \$7 million in four months. They had 29,100 donors. They now need to negotiate with UW and PLU to acquire the license, and to raise operating funds, which come to about \$8 million per year.
- KEXP hit their \$15 million goal for their new building; Paul Allen donated \$500,000 to put them over the top.

### Treasurer Report

**Erin Monroe**

- Erin discussed the financial summary and the budget-vs-actual for the year to date. A revised budget for the second half of 2016 will be forthcoming for the July board meeting.
- Our total income and expenses have both been below budget.

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## New Business

- Approve May Minutes: Motion to approve the minutes was made by Dan and seconded by Erin. Motion was approved with one abstention.
- Underwriting: Judith Strand, our underwriting consultant, introduced herself. She described her long experience in radio. Her goal is to build a solid foundation for partnerships, increase our visibility, and create a working database that can be managed in-house. She will be working with Sandy on the latter. She handed out an information sheet and business cards to all board members present. There was some discussion of software and of the timing for getting onto people's underwriting budgets.
- Add revised Bylaws to August agenda: As requested by the board, Larry and Brenda reviewed the bylaws and shared the requested revisions with the board over the past couple of months. The revisions include updated language to provide additional clarity. Brenda moved that the board should be presented with a motion to approve the revised bylaws at the August meeting and follow the process outlined in the Bylaws to notify members that a vote will be taking place. The motion was seconded by Sandy and passed unanimously with no abstentions.
- Election timeline: Mary Jane reviewed the board recruitment and election materials. Tom described the measures we are taking to ensure that ballots are mailed to everyone who should get one.
- Olympia report: Tom explained that Nina is excused tonight because she is in Olympia meeting with legislators about state support for KSER. He reviewed the history of our successful efforts to win state funding in the past.

## Committee Reports

- Executive Committee: The Executive Committee focused its work on preparing for the annual meeting and board election.
- Board Development: This committee's work was reviewed under New Business.
- Budget & Finance: Erin reported that we may have someone who can do an audit next spring.
- VOCA planning: Kara led a discussion of ongoing preparations
  - The goals of VOCA are to give recognition to people doing good work in Snohomish and Island Counties; to build awareness and recognition of KSER/KXIR; to build relationships; and, in keeping with our 25<sup>th</sup> birthday year, to get 250 attendees and raise \$25,000.
  - There was discussion of other tasks, including hiring a musician, finding a photographer, contacting past recipients to introduce winners, and recruiting sponsorships.
  - There was also discussion of how people could send in donations via text.

## Public Comment

- Linda Barth had a question about the process of becoming a board member, which was addressed.
- Mary Rollins asked if KSER was in the July 4 parade and asked for clarification about the difference between underwriting announcements and commercials.
- Mike Svob asked about where our vision and goals come from. A number of people described the goal-setting process we did in 2013-14, including community outreach

8:13pm

**Adjourned**

Submitted by Sandy Thompson, Secretary.