

KSER Foundation Board Meeting

Tuesday, March 12, 2024



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.

MINUTES - KSER Foundation Board Meeting

Tuesday, 12Mar2024

6:45 p.m.

Call to Order

Board members present: Eric F., Isaiah C., Lisa U., Ashley M., Keashia G., Michelle D., Lindsey F.

Staff members present: Tom C.

General Manager's Report

-Spring Pledge Drive launch this Thursday

Direct mail portion of that has already has been sent to our vendor, Elite Print Mail. Arriving in mail boxes this Friday or Saturday

Drive dates are Thursday, March 14-28, 2024

Goal spring drive is \$45,000

Utilizing pre-recorded pitch breaks (more than normal)

Hoping to resume a normal full pitch with full phone banks by the summer drive

Will conduct a survey of volunteers about comfort level of being in studio for next drive and concerns with COVID

-New part time Development Director, Kevin Thompson

Currently undergoing training of Allegiance Fundraising Database

He'll be working with Beverly James (who plans on leaving after May or June) and will take over that role

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Position goals are to 1) generate enough money that he can become a full time employee and 2) we can hire a part time underwriting salesperson

Kevin most recently worked as software development contractor for Microsoft, seven years at KCTS public television in development and producing video and audio files

This is his first public radio job

Hoping he can attend board meeting in April

-Update on website

Met with the company who is building the website. Project is behind, but have a target date for the first week of May. Allowing plenty of time before the next pledge drive

Financial Report

Erin couldn't make meeting, so Tom gives a brief report:

Update on bank balances as of today, 12Mar24

Checking \$94,318

Business extra checking \$296

Money market \$220,475

Total of all accounts \$313,547

Federal payroll taxes due on the 15th – apprx. \$2500

Upcoming payment from Network for Good on 3/15 \$2590

Donation checks are coming in from for the pledge drive of a couple of hundred so far

Eric: When was the last time we had to pull from the money market account?

Tom: 2018.

Tom brings a few items to our attention

January and February are low months. We look at Year to Date Actual on report

Total income for those months was \$81k and total expenses was \$51K

A lot of January revenue was because of December fundraiser

February numbers are a true reflection of the previous month

-Formal vote on the budget

We had a review and electronic vote (maybe in Oct or Nov23), but no record of formal vote for approval, so doing it tonight

Lindsey: Does budget include capital fundraising campaigns?

Tom: Budget included money to cover the costs of Campbell & Co.

Lindsey: And we're keeping that as a line item?

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Tom: Yes

Isaiah moves that we approve the budget. Lisa seconds the motions. One abstention from Lindsey, due to not having seen it

Board Recruitment and Planning

Tom:

- Erin Monroe (board treasurer) is completing her third term and will leave the board later this year. According to bylaws, the maximum a person can serve is three consecutive terms. She can sit out a year and return if she wants.
- Eric and Ashley, according to Tom, are completing their second term. The board will offer them the courtesy of asking if they want to complete another term and go on ballot in August
- Will we expand the board ? Can have up to 18 members board members
- Reassignment of (some or all) board member's officers
- Do we want to have a new group of officers in August after election?
- Create committees- ex. Budget and Finance, Long Term Planning and according to bylaws we should have a volunteer liaison on the board. Tom thinks this is a good idea
- Erin has agreed that we can continue to use her company for financial reports and tax filing assistance
- Eric and Ashley say they will remain on board for another term
- Tom recommends someone who's been an on air volunteer in the past for the Volunteer Liaison for the board and asks Ashley if she's interested. Ashley says yes
- Getting the word out about dependable and interested people in joining the board

Event Planning

Isaiah will follow up at a later date.

New Development Director will be involved in event planning

Celebration of Life for Nigel, a longtime donor and on air volunteer, is March 30, 1 pm at Evergreen Memorial on Broadway

Public Comments

None

Adjourn at 7:37 pm

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