



**SUSTAINABLE FUTURE COMMITTEE
MEETING MINUTES**

October 17, 2019, 4pm, KSPS Main Conference Room

Members Present: Shannon Scheiwiller, Chair; Nancy Ledebouer; Monica Samper via video conference

Members Not Present: Marti D'Agostino, Klay Dyer

Staff Present: Dawn Bayman, Judith Frers, Jason Miller, Sandra Kernerman

Guest: Donald Summers of Altruist Partners via video conference

Meeting called to order by Chair Scheiwiller at 4:04 pm.

Dawn introduced the new member of our Investments and Partnerships team, Judith Frers.

Jason updated the committee on Career Explore Northwest progress including the many companies now supporting it; the 20+ videos now on the website plus 10 in the hopper; national presence on PBS Learning Media; his recent speaking engagements with GSI, INSHRM, Spokane Workforce Council and other boards; meetings with K-12 and college educators; students; and businesses; and the next phase, virtual tours. Discussed: need for help opening doors at other companies; plans to search for grant funds to support career areas less likely to generate business funding.

Dawn presented a report showing 5-year trends in viewership and their impact on KSPS income. Rapid growth of viewing competition via OTT sources; increases in cable/satellite cord-cutting; and younger people who never will have cable/satellite are having a strong negative impact, especially with new members, and in Canada where KSPS is only available via cable/satellite. For the first time ever, age 55+ viewership is on the decline and this is the age range of our members. Income from other sources such as major gifts and corporate has been growing nicely but it has just been keeping up with the decline in Canadian membership support. We're on the right track in growing those non-membership areas, but we need to get there faster. This is why the new business plan and investing in the Investments and Partnerships approach is so important.

Donald Summers of Altruist provided an update on the business plans and answered questions; board members' and fundraising staff members' roles were discussed.

Action Item:

- **Members of the Committee committed to dedicating blocks of time** for going with KSPS staff to meetings with prospective donors. Members would block out about 3 hours at a time, roughly 1 or 2 times a month, and let KSPS staff know their availability a few weeks ahead of time. Staff could then schedule meetings with potential donors during their available times.

- Board members would not “make the ask” but would share their passion for the work of KSPS, its current impact on the community, and its goal to have stronger community impact via the new business plan.
- The committee would take the lead in this approach and report to the Board. In this way they could test methods that are most effective and encourage the full Board to participate.
- Shannon will kick this off by sending email to the rest of the SF Comm members and staff and will share her first date/time block.

Next Meeting: Thursday, December 19, 4pm at KSPS