



KSPS Public Television provides programs and events that entertain, engage, and educate to enrich all the communities we serve.

Minutes

Friends of KSPS Board Meeting

29 July 2021, 4:30 PM

Members Present: Marti d'Agostino, Adam Munson, Linda Finney, Rosemary Selinger, Addy Hatch, Roberta Brooke, Monica Samper. Jeff Adams, Klay Dyer, Shannon Scheiwiller, Vincent Alfonso, Jon Heideman, Kim Lloyd

Staff Present: Gary Stokes, Dawn Bayman, Bergan Anderson, Sandra Kernerman, Sarah Gehman

Guests Present: Kristine Meyers, (Kristi) Judith DeForest (Judy)

Call to Order: at 4:33

Public Comment: None

Consent Agenda:

Minutes: Adam moved to approve and Addy seconded: Discussion: Corrected attendance, Jeff and Adam were present. Passed unanimously

Introductions: Kristi Meyer (Avista) and Judy DeForest (Calgary) potential new board members. New staff: Bergan Anderson (Accounting) and Sarah Gehman (Development Department).

May/June Financials: Adam: Budgeted a \$300K loss, experiencing a \$2.5 M gain. Why are we so far ahead? Member support over budget, planned giving is up, a favorable Canadian exchange rate, controlled costs, Cares Act + PPP money. The next budget will address how that money is used. Monica moved to accept, Rosemary seconded to approve the financials. Discussion: none. Motion passed unanimously.

Fiscal Year 21-22 Budget:

Adam: budget a \$10-20K a loss, after depreciation. Why? Unknown planned giving income, exchange rate unknown.

What will we do with the cash? Request for a large capital expenditure for a new transmitter. This is a good time to buy: the price is right, and we have the funds. Prodsan transmitter is about \$600K. May accelerate some capital expenditures that were originally planned farther in the future. Hope to establish a firm foundation for future years with cutting edge technology

that may save costs and allow us to better serve the region. We can leverage what we do best and take advantage of opportunities to effect change in the community.

- Education budget is essentially doubled as our service is growing. More schools, more partners.
- Workforce development expanded into Tri-Cities. Increased grants to improve our work.
- Arts & Culture is helping the creative community and providing a venue for performance.
- Civic Health has upcoming outreach that will serve and attract attention and donations.(Outline of "Civics Bowl": League of Women Voters, Avista Foundation, Spokane Schools,)

Do what we can with what we have and work very hard to get more.

Questions:

How do you talk to donors about the cash? It's a sign of success and hard work; it allows us to get the equipment we need to do an even better job. It is a sign of the solid impact of our donors. It gives us an opportunity to tell a good story—show donors what a difference they have made.

Are members of Congress going to defund the CPB? Both bills were defeated. Public Media has often been attacked when the administration changes, and we have more friends than foes in the government.

Why is *Masterpiece* not allowed to be streamed in Canada? Copyright issues (geoblocking). Essentially PBS would be spending US federal money to benefit another country. We have had members leave because of this, but now that is stabilizing.

What open staff positions do we still have?

Cary Balzer replaced by P3P to do the programming.

Doug Minor left and Development is picking up the slack. A new marketing person will be hired

Mary Decesare will be replaced later, hopefully by next year.

Bergan takes over for Allison.

Scott Tindall's responsibilities have been spread out through Development.

Sarah takes over for Judi.

Succession is still a concern.

Roberta moved to approve the budget as submitted, Rosemary seconded. Discussion: none. Motion carries unanimously, budget approved as submitted.

Committees Planning FY 21-22:

High hopes to return to in-person meetings for those who can and will join in. Continue hybrid format. More opportunities to be together, more social. Proposal for eight committees:

governance and pillar related. Expect information to come out shortly with structure. Please consider where you would like to serve. We will work on how we delegate authority and process to make the Board more nimble. New committee structure to be implemented in the next few months.

GM and Development Reports:

Gary: a plan to honor leaving Board members, and engage new members: We will meet at the station and carpool to transmitter and tower on **Krell Hill** for introductions, refreshments, and a look at the OLD transmitter and other equipment. August 26, 5:00. Please come, dress comfortably.

In September, Gary begins his last year of his service on the PBS Board. No technology conference in Las Vegas this year, virtual only. We will have a team at the National Association of Broadcasters: get discounts on equipment. Gary coming and going from some boards. Gary will be away most of August on a long overdue vacation.

Dawn: come to the August event: great view! Kudos to the development staff for pulling out a great year. Dawn presented a summary of the development plan: growing membership will be greatly helped by hiring a marketing manager. Sandy, Sarah, and Dawn are planning a thank-a-thon for Board members to call people to say thanks. {perhaps September 21 or 22 dependent on CDC guidelines}.

Judy: Canadian border is open to fully vaccinated Americans!

Adjourn to executive session 5:45 pm.