



Minutes
Friends of KSPS Board Meeting
March 28 2019, 4:30 PM

Present: David Tanner, Linda Finney, Jeffrey Adams, Jodi Harland, Roberta Brooke, Nancy Ledeboer, Ann Hurst, Monica Samper (ZOOM), Shannon Scheiwiller (Phone), Adam Munson, John Heideman (phone), Linda McDirmid (Phone), Mark Anderson, Vincent Alfonso, Klay Dyer (phone).

Absent: Brenda Kehoe, Marti D'Agostino, Don Anderson

Staff Present: Gary Stokes, Dawn Bayman, Darcell Yaeger, Sandra Kernerman

Guests: Donald Summers, Milena Stott, Altruist Partners

1- Call to Order: Ann Hurst, 4:33 pm.

2 - No Public Comment

3 - Consent Agenda: Motion to approve January meeting minutes, Linda Finney. Seconded by Nancy Ledeboer. Approved unanimously.

4 - General Manager's Report – Gary Stokes

Financials: Although we are cutting on deficit we still have around \$40K in red. Trend is positive. Concern is in fundraising, especially in Canada. Dollar is still very low, projection is not going well. Looking at expenditures, revenue opportunities, new options and opportunities.

PBS Board: Federal budget challenges. Ultimate decision is decided by Congress and there is support to preserve CPB funding. The CPB has approved our 2nd community service payment, slight lag behind PBS dues. Call the Midwife renewed for 3 more seasons, Victoria will be back in 2020. Ken Burns Country Music documentary is 16 episodes, airs in September. PBS discussing and negotiating to let stations live stream offerings 24/7 and all local underwriting remains. PBS starts in April, local stations start in September. Working on securing rights to be able to show in Canada. There will/may be some cost to the station. Intent is to capture digital only viewers (no TV).

5 - Governance – Nancy Ledeboer. Looking for new secretary and one new board member. Visible community leader and someone who will be engaged. Request for board members to send suggestions and governance committee will discuss.

6 - Development - Dawn Bayman: several hundred of our Passport members do not live in our market. We can go anywhere with Passport. Discussion concerning streaming and apps. Corporate support up, sustainers >\$100K/month. March pledge drive short overall but sustainers and new members up. Changes in pledge upcoming for second half of fiscal year. April 11

preview screening of Les Miserables; September 19, 20 Downton Abbey Movie screening; September 29, Wylie and the Wild West benefit concert.

7 - Alturist Update / Discussion – Donald Summers

What is the future if the budget doesn't hold us back? What does success look like? Aspirational vision, build a strategic framework. Product: Investment Grade Business Plan. Get to a skeleton of a business plan, develop the Impact and Growth Strategy (administration, staff, board), then take it out for commentary from our stakeholders. Board members, staff engage stakeholders, community leaders, etc. Early versions of the business plan will be fluid depending on input.

Discussion:

Go to people who are centers of influence, who we respect, to get their input / feedback.

Essential to have all Board members engaged.

What do we need to get us to our full potential?

Make KSPS valuable to younger generations.

Bridge the gap from our base to larger markets.

What is unique about KSPS? How do we not just become PBS?

We must be nimble to capture local events, ability to celebrate the resources that are here. Speed, ease of distribution, unique content.

Develop community partnerships.

Maintain the integrity of our brand: fair and balanced, trustworthy, curated, excellent, educational, mission driven.

Tap our resources to gain access to funding outside of our viewing region.

Promote our local lifestyle, talents, and opportunities

Set the standard for educational resources for kids

Participation of viewers/residents/constituents in the creation of content, be really PUBLIC television. Invite people to interact with the station.

Find people who are doing cool things, work with them and develop content around the person/people. They become the new faces of the station.

Get KSPS to front of mind for the community to call in ideas about developing content.

Work with Humanities WA to televise/stream their events.

Make a competition for content.

Please check out PBS digital studios. (PBSDS).

Ideas that are fundable, scalable, unique.

Civil Discourse around current issues / events / organizations. Civic engagement, dialogue, purpose. Take a leadership role to re-connect humans to each other, conversation not screaming.

Leverage the Trust we have, a CORE VALUE, as an asset and never compromise it.

Why are we suffering for resources when we have that TRUST as an amazing asset?

Integrate with new methods of education: digital content, flipped classrooms (listen to the lectures at home, come to class for the supplemental education).

Continue to monetize our educational services, and expand partnerships with area universities.

Facilitator of events: humans still like to socialize.

What can we do in the next 6 months that shows we are a good bet on success?

Need for universal access.

Define our overall goal, what is success: sustainability? viability? relevance? survival? Aim to thrive. Vision of excellence. How do we stand out in a starving set of colleagues? Nobody invests in "Save us".

Need to maintain multiple formats of distribution to remain relevant to all ages.

Continue to be available to those who support us now, and demonstrate supportable value to younger generations.

Core internal KSPS constituencies have been heard from. Now distill the notes and move to next steps

Review business plan at next meeting.

Meeting Adjourned at 5:40 pm

Next Meeting: May 16, 2019 – 4:30pm