

## **Development Committee Meeting Notes 9/27/2021**

Time: 4:30PM - 5:30PM

Present: Jessica, Laurie, Brian, Celeste, Jill

### **AGENDA**

- 4:15 Solve technical issues
- 4:30 Welcome
- 4:35 Approve meeting notes
  - July 2021
  - August 2021
- 4:45 Station Managers' Update
  - News
  - Open positions
  - Community outreach
- 5:00 Personnel Policies
  - Suggestions from Personnel/Governance Committee
- 5:05 Development
  - Current fundraising campaign
  - Donor stewardship
  - Opportunities
    - Suggestions from August meeting
- 5:25 Opens
- 5:30 Adjourn

Past meeting notes were approved

- July 2021
- August 2021

Personnel policies

- Since 4/26/2021, the Development Committee has been making and reviewing revisions to
  - Section 1.3 Foundation - Operating #9 - Fundraising policy
  - Section 1.3 Foundation - Operating #19 - Underwriting policy
- #9 - Fundraising policy
  - No initial updates from the Development Committee - 4/26/2021
  - Suggestions from Personnel/Governance Committee - 9/21/2021
  - Suggestions approved by Development Committee - 9/27/2021
  - Questions/suggestions from Development Committee for Personnel/Governance Committee - 9/27/2021
    - See questions and suggestions under the policy header in the revisions document:  
<https://docs.google.com/document/d/1U4fYhjBe0hM-yiWZPmuKouh5UdOHdcu826HiBmrsz-U/edit?usp=sharing>

- #19 - Underwriting policy
  - Revisions from Development Committee - 4/26/2021
  - Questions from Personnel/Governance Committee - 7/27/2021
  - No further suggestions/updates from Development Committee
  - Questions/suggestions from Development Committee for Personnel/Governance Committee - 9/27/2021
    - See questions and suggestions under the policy header in the revisions document:  
<https://docs.google.com/document/d/1U4fYhjBe0hM-yiWZPmuKouh5UdOHdcu826HiBmrsz-U/edit?usp=sharing>

### Station Managers' Update

- News
  - The Annual Meeting was a success
    - All 3 candidates were elected to the Board of Directors
    - All 4 by-laws revisions passed
  - Fall Membership Drive is underway
    - Sounds of Democracy
    - 9/15 - 10/16/2021
  - STL fundraising campaign with Grateful Dead & Friends was successful in meeting its \$10K goal.
    - The funds will purchase a new Studio Transmitter Link to bring Sound To Listeners
  - Due to COVID, the station is still closed to volunteers and guests
  - Light clean-up and maintenance in the station will take place 10/4 - 10/7
- New hires
  - Volunteer Coordinator
  - Finance Coordinator
- Open positions
  - Development Director

### Development

- KBOO will not participate in the Willamette Week Give!Guide fundraising campaign this year
- KBOO is looking to hire a contract person to head up the end-of-year campaign/Winter membership drive
- Donor stewardship

- Brian wants to take the lead on making calls to major donors
  - He is requesting a process
    - Jill can create the process and will touch base with Celeste about getting this project off the ground
      - especially in time to cultivate matches for the end-of-year membership drive

Adjourn

### **Development Committee Meeting Notes 8/23/2021**

Time: 4:30PM - 5:30PM

Present: Laurie, Jill, Alyssa-(*at the end of the meeting*)

Laurie and Jill discussed September's Annual Meeting while waiting for other committee members to join.

Approve meeting notes

- July 2021
  - Held for September meeting

Station Managers' Update

- Postponed until September meeting
  - KBOO news
  - Open positions
  - Community outreach
  - Other

Personnel Policies

- Hold for final discussion and hand-off during next meeting

Development Discussions

- Current fundraising campaign
  - Held for next meeting
  
- Donor stewardship
  - Held for next meeting
  
- Suggestions/opportunities

- A mention of thank-you to Brian Setzler. Brian visited the Development Committee meeting in July and participated in discussions around the need to fundraise in ways other than planning/producing events.

Brian and Jill subsequently spoke on the phone and Jill has hopefully transcribed Brian's brainstorms accurately/thoroughly. Thank you for getting this conversation going, Brian.

### 1. Monetary gifts in memory of...

- An opportunity to respectfully ask for donations in memory of a KBOO member/volunteer/staff that has passed
  - **KatMeow:** if we did the promos it would help save staff some work but it would take some staff time to get it running on air as well as membership staff time to handle and track the new donation stream

### 2. Published member list

- A page on the KBOO website where members' names are listed
  - Split out by giving levels?
  - **KatMeow:** Published member list- would require consent and someone on staff to keep the list updated and respond to people who want their name added or removed.

### 3. Sponsoring equipment

- Equipment can be valued and members can select which item they want to sponsor.
  - For example, Microphone = \$750 (?) for 1 year; Headphones = \$300 (?) for 1 year
  - With the idea that the sponsorship will cover the costs of equipment maintenance.
- Maybe hold an online event to initiate interest/sales.
  - **KatMeow:** Sponsoring equipment- would require consent and someone on staff to keep the list updated and respond when items need to be removed/added.

### 4. Encourage programmers to raise more money

- Incentives?
- **KatMeow:** Programmers who raise the most money could have the first choice of time slot (excluding fixed programming)?-this would impact our program director.

## 5. Web wish list

- KBOO doesn't want to miss out on opportunities for people to give large/small gifts.
  - Donations can be monetary and designated for a specific need/item
  - Donations can be the specific item requested
  - Then these items won't need to come out of the annual budget
  - **KatMeow: Web wish list-would require consent and someone on staff to keep the list updated and respond when items need to be removed/added.**

## 6. Emergency outreach

- KBOO compiles/prints a 1 page, front/back daily news update to pass out on bus lines.
  - Informative for riders
  - Outreach for KBOO
  - **KatMeow: Emergency outreach-Whoever creates the copy would have to spend time printing it out. I think this would work best if **we** as board members each took time to write our own personal letters to the public with reasons why we support KBOO and let them know how to get involved, listen or donate.**

The Development Committee, during this - August - meeting, felt it may be possible to proceed with numbers:

1. Gifts in memory of ...
3. Sponsoring equipment
4. Encourage programmers to raise more money
5. Web wish list

KatMeow, Board President, provided feedback. See comments in **pink** above.

The committee needs to check in with Station Management regarding staff time and feasibility.

Jill will prepare a proposal for Station Management including these ideas and the feedback.

Next meeting: Monday, 9/27/2021 | 4:30 - 5:30 pm | via Google Meet