



**MINUTES:  
FRIENDS OF KSPS BOARD MEETING  
May 16, 2019, KSPS**

**Members Present:** Roberta Brooke, Linda Finney, Ann Hurst, Vinnie Alfonso, Shannon Scheiwiller, (call) Jeff Adams (call), Nancy Ledebauer, Jon Heideman, Don Anderson (call), Linda McDermott,

**Members Absent:** Monica Samper, Marti D'Agostino, Adam Munson, Jodi Harland, Klay Dyer

**Staff Present:** Gary Stokes, Dawn Bayman, Sandra Kernerman, Darcell Yeager,

**Guest:** Donald Summers, Altruist Partners

**Call to Order:** 4:35, quorum is present

**Consent Agenda:**

Motion to approve: Linda, second Roberta, discussion none, passed unanimously.

Sign up sheet to attend upcoming events: June 2nd pledge drive 12-5pm, FitKids Day, August 2, 9am.

Board contact info sheet updated and will be sent out.

**Altruist Update / Discussion:**

Donald Summers: KSPS a well run organization, needs more money. A legacy organization that is trusted, with longevity. Time to evolve the broadcast model.

KSPS as a catalyst for social good.

Partnerships with libraries, school districts (Adventure Club?), pre-K - 3rd grade the focus. Move the needle on kids' achievement in school. Underwriting/grants/major gifts. Social Explorer, Culture Explorer, etc. "KSPS membership" for this? Do the work as it is possible to fund it. "De-risked, incremental".

1/2 of raised capital goes into KSPS operations.

Investments and Partnerships team will begin work. Business plan will reflect the new outreaches.

Discussion:

- What becomes of KSPS TV? partnerships will sustain core programming.
- What creates loyalty to KSPS? Where is the need for KSPS? keystone initiatives, active in community adds to our brand, drive change as an active member of the community. Core educational programming will be a component of the Club. Mesh with KSPS app.
- Is preserving KSPS broadcast a priority? Audience for appointment viewing is declining, we need to be relevant to younger audiences. Part of an overall strategy, we are present in many different spaces for learning. Broadcast will make us available to people that don't have cable/internet/etc.
- Reach out to people we've lost to Netflix, Hulu. Find new "members" in schools, libraries, etc. Knocking on doors.
- Traction points are PBS and kids programming. Start the new plan with that. Build on that.
- Make a major investment in a major brand.

- Not enough to be fabulous anymore, we have to distinguish ourselves.
- Engagement strategy is pro-active, get in front of people.
- Provide same content in new context? Our mission has not changed. If we do our strategic plan well, and fund it, we'll be ok. How do we reinvent, but keep doing the old things? What do we let go of?
- We have to be more community, but not let go of how we got to today.
- Active participant in the community.
- We need to educate parents about why KSPS is better for their kids. Our brand is solid, we need to take it farther.
- What is our next new target market? What is our revenue platform? Multiple, sequenced capital sources. Find seed capital from the High Capacity donors. Then corporate. Then grants. Then revenue opportunities. Possibly multi-year funding, after we can show growth.
- We are still over the air, free, television that you can watch with your family.
- What is the cost of NOT investing in education / kids. Social justice / moral issue / economic issue.
- Pre-K to 3 is the best education investment to make. Heckman curve.
- Younger / education is the key to our future. We won't forget our older viewers, but must look to the future.
- Where do you intervene to best 'move the needle'?
- Little kids are a good appeal.
- Co-locating libraries with schools project: what is the timeline? How does KSPS fit with this? Will that project interfere? How do we get time with the movers on that project? Andrew Chance, Vanessa Strange (CAB).
- Plan to be developed, submitted to executive team, staff, board.
- Test the semi-developed plan to friends/etc. Then to funders.
- Don't let the perfect be the enemy of the good.
- Focused, clear, powerful message for relationship building.

#### **GM Report / Development Update:**

- Financials: consistent with trend. Cost cutting keeping up with less than projected revenue. Gaining ground. Don moves to approve the financial, Roberta seconds, no discussion, passed unanimously.
- Gary Report: Kratts brothers in October, KSPS will have tickets to Spokane, Calgary, Edmonton. We will have our logo on their promotion as a presenter.
- Our PBS dues may go down based on declining revenue.
- Opioid Crises *Health Matters*, *Chasing the Moon* tie-ins.
- One edit on Gary's report: no Gary Sinese on the *National Memorial Day Concert*, Mary McCormick taking over.
- Governance committee is working on finding new Board members, but wanting to know about the new plan and presenting a very good reason why to join the board now. Actively evangelize the plan. Nominees may be delayed.
- Budget development underway. Meet with Finance committee in late June. For Board vote at July 25th meeting.

**Adjourn: 5:50**

**Next meeting: July 25, 2019, 4:30**