

**KSPS Public Television
Development Committee Meeting
October 13, 2016**

Members present: Pati Dahmen, Shannon Scheiwiller

Members absent: Kathleen Mackenzie

Staff present: Dawn Bayman, Sandra Kernerman, Shawn Claypool, Sean Mills, Carl Heidle, Jason Miller

The meeting was called to order at 4:10.

Dawn offered updates about progress in corporate underwriting: we are working on an agreement with Carstar to include other public television border channels and a proposal to the new Idaho aquifer board.

The group then reviewed a preliminary plan for year-long celebration and fundraising around the upcoming 50th Anniversary, (please see handout). Logos, handouts and television assets have been developed. Production is underway on special promotional spots ranging from 15 seconds to 1 minute. Special fundraising campaigns will focus on the Endowment, the Program Fund, increasing Sustainer giving and achieving 50,000 contributions (already engaged). Special events will be conducted every month in 2017. The Endowment campaign will launch in January.

A wide ranging conversation ensued to plan the visit by Paula Kerger, (April 20 – 21), the actual anniversary of the FCC license, (April 24). Many options were weighed. The final opinion:

- Conduct on-air celebrations on Monday, April 24
- Obtain mayoral proclamation for KSPS day, have characters at City Council Ceremony
- Wine and cheese and remarks by Ms. Kerger at a downtown or university location
- Paula Kerger presentation to media students
- Afternoon activity with Ms. Kerger TBD, dependent on her travel schedule.

With regard to a community ‘birthday’ celebration, it was decided to delay that event to more stable weather, possibly moving the August 4 FitKids to August 5 and repurposing it as a party with food trucks, characters, toys and music at the Ferris field.

Actions

1. Shawn Claypool determine availability of Jundt auditorium and catering pricing
2. Gary Stokes determine Ms. Kerger’s travel schedule and theme of presentation
3. Shawn begin character selection and booking for August
4. Corporate development team search for underwriting
5. Investigate obtaining a mayoral KSPS day proclamation

The meeting was adjourned at 6:15 pm.

Next meeting: December 8, 2016, 4:00, KSPS Board Room