

**KSPS Public Television
Development Committee
October 19, 2017**

Call to order at 4:05

Members present: Monica Samper (Zoom), Shannon Scheiwiller (Zoom), Pati Dahmen, Kathleen McKenzie, Dawn Bayman, Sandra Kernerman

Klay Dyer was unable to attend due to illness.

Annual policy review concerning the WTB Endowment

The Development committee reviewed the "10% option". The intent of this policy was to keep as much revenue under investment as possible, while preserving the ability station operations to benefit from endowment giving, if the need presents. The reality of this policy is it makes it more difficult to determine the annual distribution and makes it appear that KSPS is taking a larger than prescribed distribution from the Endowment.

- It is therefore recommended to the KSPS Board that 90% of any bequest or endowment designated revenue be allotted to the WTB endowment, 10% of the gift to operations (unless specified by donor). The "10% option" policy will be eliminated.

Discussion then moved to the "\$75,000" threshold for "large unanticipated gifts" to be placed in the Endowment. In fact, the station has never received such gifts and the verbiage is confusing.

- It is recommended that this verbiage be removed.

With regard to Endowment management policy that describes the creation of an Endowment Committee for management of the fund: the policy requires the creation of an Endowment committee comprised of members of the development, finance and executive committees. In practice, the Development Committee provides oversight of the fund, with recommendations to the full Board for voted approval. The development committee feels that the desired oversight is accomplished without creation of a new Endowment committee and this extra layer of management is unnecessary.

- It is recommended that the policy be amended to reflect WTB Endowment oversight will be provided by the Development Committee with recommendations to the KSPS Board for approval.

It was moved by Kathleen, seconded by Shannon, to recommend to the KSPS Board to approve these three changes to the WTB Endowment management policy at the November KSPS Board meeting. The motion passed unanimously.

MD development events:

It is proposed that volunteers take responsibility for the development and execution of a series of events that are offered to major donors and viewers, with the goal of developing a sense of KSPS community and expanding contact with the station. The group engaged a conversation to brainstorm

ideas for community involvement. (Stampede? Concerts? Calgary association of Life Long Learners provides a speaker? David Tanner / NXNW behind the scenes? Ask at the Pinot and Pallet, Bob Ross. Draw tickets for sustainers? Restaurant soft openings?? Jeremy Hansen? Costumes???. Wine buying event: Vino?? Steamplant reopening? Bring your child (grandchild) to a KSPS kids event??). Sunday afternoons seem to be a good time. Perhaps we set a target for three events, have those who attend share ideas for things they would like to do. Come up with a list of what we have to offer. We publicize our partners. We'll develop a proposal for the concept. We'll also develop a check list of things to consider about venues and so on, so it is easy for volunteers to execute their plan. Take advantage of the CK studio.

Plan: Ask what the painters at the Bob Ross event what they would like to do. Development committee will take on the project.

Updates from Dawn:

- KSPS has hired a videographer / editor for the development department: Ben Gurtel, was here working with the NIC contract. His work is proven, we all feel very happy he is joining the development team.
- Wednesday, November 1, 5:30 pm, Hifumi-en project will be handed over. The website is ready. KSPS production crews interviewed over 50 people, the clips are beautiful. Transcriptions are available so the interviews are searchable. We'll demonstrate the website; provide snacks and DVDs for families at the event. hifumien.org
- Workforce development: a proposed new educational project for KSPS. We'll profile jobs and people who hold the positions. How you get the training, what is the job, what is the preparation for the job? Then provide links, video, interviews to show how to prepare to get that job. Career and Technical Education (CTE) at Spokane Schools is supportive. The site will target 8th grade and up. The PBS station in Watertown, NY made a long term commitment to the development of this project in their region. <http://mygpsforsuccess.com/>. We'll adapt to fit Eastern WA. What is the ongoing support to keep it fresh? We'll need grants, corporate support (interest expressed already).
- Financial literacy vignettes for kids: with loan calculator. Numerica.
- Rural Alliance contacts being investigated with potential for grant income.

Upcoming meeting schedule in review:

Next: December 14, 4pm
February 15, 4pm
April 19, 4pm
June 21, 4pm
August 16, 4pm

@ KSPS Board Room / ZOOM video conference