

**KSPS Public Television
Development Committee
January 14, 2016
Agenda**

1. Call to Order
2. Minutes
3. Peer to Peer campaign Dawn
4. Thank You Tour Dawn
5. Carl Maxey Documentary Sandy
 - a. Events
 - b. Revenue
6. Endowment Sandy
 - a. Candidates
 - b. Board Vote
7. Year To Date Dawn

Next meeting February 11, 2016 4:00 pm, KSPS Board Room

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Development Committee
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Minutes

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Members present: Bob Morrison (video), Mary Joan Hahn (phone), Linda Finney, Kathleen MacKenzie, Pati Dahmen

Staff Present: Dawn Bayman, Sandy Kernerman

Minutes

Call to order, 4:10

Peer to Peer: still in development. The major stumbling block is that the software is built for races, etc. Still working to have ready for the January 28 Board meeting

Thank You Tour: proposal last shared with the Committee / Board in November. We are encountering enthusiasm *until* it comes to money and vehicles. Without big financial commitments, we'll begin to scale back. We are considering '**selfie videos**' for the promotional campaign, more limited touring, interactive maps. We need to re-imagine. Do we still want to do the year before (Dawn still wants to launch in April, 2016) and lead up? Do we want to do the year after? With regard to fundraising, we like the idea of Endowment / Patti Starkey programming as the choices for donations. We need to be very specific, not too many choices. We need detailed instructions for the video: we'll need example videos.

Carl Maxey: Lots happening. Washington State Bar Association. NAACP - Spokane is doing a free event. Sending a reminder letter next week. There is the possibility of an event, TBD, on the westside, in Seattle.

Endowment: three finalists for management: US Bank, WA Trust and RBC, will be interviewed on January 20th. Board vote on the recommendation is on January 28th. Then we will open the account and be ready to launch a campaign that coincides with the 50th Anniversary.

Year End: Major Donor came through in December, \$7,000 ahead of last year. Overall we had a very good December. The light box did well. The generic give now button did well also. We'll put a lightbox on the schedule page. The Downton Abbey event went very well.

Meeting adjourned at 5:25.

Downton ultimate marathon kicks off March 4th. Show the finale at the Bing, before it airs on Sunday March 6th Live TV from the Bing after.