

**KSPS Public Television
Development Committee
March 10, 2016**

Agenda:

1. Updates on the Carl Maxey Event in February and the Downton Abbey Finale Event last weekend
2. Update on the March drive and DA Binge Weekend
3. Endowment update – see Sandy’s note below
 - a. your input on the revised Investment Policy Statement is needed before April’s board meeting
 - b. upcoming deposits
4. A couple of other interesting things, including surveys and Nunavut

We will strive to be finished by 5:30pm as we have pledge tomorrow night.

Attached are two documents:

Draft 3 of the Investment Policy Statement for the new Endowment fund and a revised plan for the 50th Anniversary campaign.

Endowment Update:

- Opening deposit: **\$244,766.51.**
- In May, adding in approximately \$292,000 from the close out of the Grace E. Davis Trust will be deposited. (fun fact: over 20 years the trust has brought \$188,762.75 to KSPS and KPBX and \$377,525.48 to an organization called the Self-Realization Fellowship (<https://www.yogananda-srf.org/>)). KPBX will get the same close out as us, the SRF will get about \$584,000. The trust was opened with \$1,105,841 in 1996. When it closes in May, it will have paid out \$1,923,722.86 to the three organizations. Pretty cool, Mrs. Davis!)
- The estate of Dr. William Laval will wire an initial distribution, directly into the endowment, of about \$25,000 in the next days.
- We will have over \$561,000 shortly (end of the month??)
- Next month I’ll do a big mailing about the new account to long time and major donors. This is a great way to talk about planned giving to get more bequests in the pipeline!

Investment Policy Statement Edit: Action: discussion, advice

- Please see attached IPS, give input
- For April Board vote
- Sandy’s major question: is there a reason for a quarterly distribution over an annual?

KSPS Development Committee

Minutes

3/10/16 4pm

Attendees: Kathleen Mackenzie, Pati Dahmen, Linda Finney, Mary Joan Hahn, Bob Morrison via teleconference, Dawn Bayman

Meeting called to order at 4:05pm. Minutes accepted as submitted.

Updates on the Carl Maxey Event in February - We are very pleased with the documentary, the forum and the screening at the Bing-- Lots of community interest and buzz.

The Downton Abbey Finale Event last weekend at the Bing - The program came off well despite problems with late entry to the theater. We had 300 attendees which is not bad for a Sunday night event.

Thanks to all the board members who were able to attend the Maxey and Bing events. We would like for board members to wear KSPS nametags at events, just to let everyone know why you're there. We will order nametags for everyone.

Update on the March drive and DA Bing Weekend - The Downton Abbey Marathon was a huge success - \$130,000+. Friday - \$10,000 vs typical \$4,000 on a Friday. Saturday – normal numbers. Sunday - \$88,000 + more for the BAFTA awards show; another \$10,000 since Sunday.

We have revised the drive's goal upward - \$320,000.

The Down-Ton of Stuff giveaway generated 300 Facebook Likes, huge engagement across FB and Twitter

Endowment update –

Sandy's Endowment notes:

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- Next month I'll do a big mailing about the new account to long time and major donors. This is a great way to talk about planned giving to get more bequests in the pipeline!

Investment Policy Statement Edit: Action: discussion, advice

- Please see attached IPS, give input directly to Sandy well before the March 31 full board meeting.
- For March 31 Board vote
- Sandy's major question: is there a reason for a quarterly distribution over an annual? Consensus of the Development Committee is that we should stick with the annual distribution.

50th Anniversary update – Dawn shared the new plan (see separate document)

We need help with names of people to contact for spots, contacts in communities

Annual Membership Survey - additional gifts have been donated so far, ahead of previous years. We have also had a higher number of surveys returned. We will finish collating week after next.

We are moving to a **higher level of PCI compliance** (credit card industry anti-fraud efforts) which requires a lot of work with our network hardware and software, as well as some changes in operations and security policies. This will lead to a stronger, safer environment for the security of our members' data.

We went back to the drawing board on our peer-to-peer campaign and finally have a simple, workable solution. Look for it to go online in late March.

Interesting Story - We have a new member who pledged for the Downton Abbey DVD set over the weekend. She lives in Pond Inlet, Nunavut, Canada and watches us via satellite. That's on the north end of Baffin Island, well above the Arctic Circle and closer to the North Pole. Our member teaches 5th grade at the elementary school there. We will "adopt" her and her students and start sending DVDs and such, and work on getting some selfies to put on the air/online. As the crow flies, Pond Inlet is 2,116 miles northeast of Spokane. Google Maps says it is "unable to calculate" directions there, but we do know that a plane ticket from Edmonton costs over \$5,500.

NEXT MEETING: THURS APRIL 14, 4PM