

KSPS Public Television
Development Committee
Meeting Agenda
March 20, 2014

1. Call to order
2. Downton Abbey Download
3. Leadership Circle Numbers
4. Masterpiece Donor level: planning
5. Parents for Programming level
6. Planning for the second half of the fiscal year
 - a. Board thank you night

Next meeting May 15, 2014, 4:30 KSPS Boardroom

KSPS Public Television
Development Committee
Meeting Minutes
March 20, 2014

Members Present: Leo Stevens, Pati Dahmen, Rosemary Selinger (phone) Bob Morrison (phone) Mary Joan Hahn (phone)

Members Absent: Kathleen Mackenzie

Staff present: Dawn Bayman, Jason Miller, Sandy Kernerman

1. Meeting called to order at 4:34, minutes accepted as submitted.
2. Discussion ensued about the Downton Abbey Dinner and Salon event. Approximately \$7,000 was earned for the station, despite not having conducted additional fundraising activities at the event.
3. Leadership circle donations are ahead of goal for the first six months of the year. March pledge proceeding, expected goal \$380K.
4. Efforts will continue to develop the Masterpiece giving level, \$10-20K giving range.
5. Parents for Programming: young professionals become sustainers at the \$500 (?) giving level. Their money is used to fund kids programming and activities that target needy neighborhoods (details TBD). Parents will be asked to participate in testimonials "I'm a PBS kid". (Leo Stevens willing to participate, also Gage Stromberg would be a good candidate). Concern was cited about prior attempts to recruit young parents that ended in older members giving less, for their grandkids. Extensive discussion ensued about branding of the station, demographics, the interrelatedness of many of these projects, the need to carefully select the projects most likely to succeed, and the great potential for securing more underwriting for the station. Mary Joan suggested contacting DeSautel Hagy to conduct focus groups in return for on air recognition.
6. We would like to have all Board members participate in a Board calling night towards the end of April. We will produce a list of donors, talking points and spend an evening dialing the phones to say thanks. No ask, just thanks. Department staff will prepare and advise. Food will be provided.
7. No 'good of the committee' business was offered
8. The meeting was adjourned at 5:55.

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