

Development Committee Meeting Notes 4/17/2023

Time: 5:30pm

Present: Joyce, James, Mike, Carmen, Emma

Note taker: Jill

WELCOME & CHECK-IN

HIRING UPDATES

- Station Manager
 - 12 candidates have been chosen for 1st round interviews being held this week.
 - The goal is to have 4 or 5 candidates for 2nd round interviews and 2 to 3 candidates for final interviews.
 - KBOO should have a new Station Manager in May.
- Development Director
 - The hiring process has led to 2 final candidates.
- Web Coordinator
 - Hiring process stalled due to issue with the application collection process
- Membership Director
 - Hiring committee being formed in the next week
- Engagement coordinator
 - The Management Bargaining Committee will be meeting with the Union Bargaining Committee this week to bargain on the remaining details of the job description (formerly known as Social Media Coordinator or formerly known as Fundraising Assistant).
- Comments:
 - Once the 3 positions directly-responsible for fundraising have been filled, KBOO will be able to reset its fundraising strategy.

SPRING FUNDRAISING DRIVE

- KBOO Staff made an announcement that they are canceling the Spring Fundraising Drive that was set to kick-off on Saturday, 4/22
 - Goal = \$75,000
- Comments:
 - Fundraising drives are primary way the KBOO raises money for operational costs - including staff salaries.

- This is not the first time staff is canceling a fundraising drive in recent past
- A lot of time and energy was put into the drive that just ended on 3/25.
 - It was fun programming but the message was uninspiring.
 - It took 5 weeks to raise the goal of \$17,000 (\$170,000 @ 50 weeks)
- It is important to note that time and efforts towards raising money can be placed towards revenue sources with the greatest return.
- \$75,000 is a significant amount of funds to just not raise when this Spring Drive is a critical part of KBOO's fundraising plan for FY23.
- This on top of funds missed for the Cuba trip are big opportunity costs for this fiscal year.
- How can we get the Spring Drive back on track for May/June?
 - The Management Bargaining Committee will discuss this with the Union Bargaining Committee later this week.
 - Maybe a shorter, volunteer-powered drive can still happen

WILLAMETTE WEEK GIVE! GUIDE

- The application for the 2023 Give! Guide is complete
 - Deadline to apply is 4/30/2023
 - Jill is trying to get a copy to share with the committee as an educational tool
 - The information the Willamette Week is requesting is good information for Board members to know about KBOO.

PLANNED GIVING

- Still planning to hold educational event for major donors.
 - Becky Meiers created marketing materials for just such an event
 - Jill has a stack of them now
 - Emma and Jill will work to hold this event when the next Development Director is hired.
 - The Development Director will be the person following up with donors.

OUTREACH

- It is better to give everyone an equal opportunity to decide whether to participate in giving to KBOO.
 - If we don't ask, they won't give.
- Carmen is going to start recruiting new KBOO members at events she attends.
 - Jill will round up some of our old membership drive forms and some KBOO stickers
 - People can also become members by giving \$35 to KBOO online or by providing 24 hours of volunteer service to the station.
- Emma went to a Billie Holiday event at the Alberta Rose Theater
 - KBOO had been invited to co-sponsor the event and host an outreach table
 - KBOO did not formally participate
- Jill: the Volunteer Coordinator used to be responsible for overseeing/approving all co-sponsorships and for providing volunteers to host outreach tables at these events.
 - If this isn't currently happening can the Development Committee have access to the list of co-sponsorships/events in hopes of covering at least some of them while cultivating volunteers who can help down the road.

EVENTS

- We missed Brendon tonight but Joyce reports that he is working with staff on a live stream event on 4/27.
- Brendon is also working on a Hip Hop Marathon (after the Bluegrass Marathon was so successful) for the fall
 - Potentially in conjunction with the Annual Meeting
- Brendon is also preparing a budget for KBOO to own its own LiveStream equipment.
 - This is about 75% complete.
 - Still need a few more line items then will submit to Emma/Finance Committee

OTHER

- How do we improve communication between staff and the Development Committee?
 - Seeing as this is a formal committee of the board of directors, we need to be included in news about fund drive cancellations
 - We could have helped?
 - The Development Committee wasn't told that the Winter Drive was starting until the week it started.

- Things will be better with a Development Director.

NEXT MEETING

- Monday, 5/15/2023 at 5:30pm
 - Via Zoom