

KSPS Community Advisory Board Meeting Minutes – 12/8/16

Members attending: Shaun Higgins (presiding), Emily Geddes (minutes), Becka Shelley, Katy Durning, Consuelo Larrabee

Members attending by phone: Bob Morrison, Marvo Reguindin

KSPS staff attending: Gary Stokes (General Manager), Cary Balzer (Program Director), Pati Dahmen (Chair, Friends of KSPS Board of Directors)

Members absent: Terrie Ashby-Scott

Public attendees: None

Opening Business

A quorum being present, the meeting was called to order at 4:05.

The minutes from the 11/10/16 meeting were approved (motion: Consuelo, second: Katy). Emily will forward them to Dawn to be posted on the KSPS website, in compliance with the Corporation for Public Broadcasting (CPB) requirements.

Dawn Bayman, Development Director, was unable to attend as planned due to illness. She will be invited to the January CAB meeting to discuss program underwriting.

General Manager Report

Gary participated in a conference call yesterday with the Association for Public Television Stations, a lobbying organization in Washington, D.C., to discuss the new Congress and its possible effect on the CPB, PBS, and KSPS. Many of those in congressional positions of leadership, as well as the Vice-President-elect, have been supportive of public media in the past and it is considered likely that will continue. The current tone is cautiously optimistic. However, the legislative priorities of the new administration are unclear and it is important to continue to highlight the impact and import of public television and increase awareness among both citizens and legislative representatives.

The current appropriations bills have stalled in committee and temporary extensions will be passed to keep the government functioning through April when a new budget is likely to be voted on. While the \$445 million allocated for public television is distributed as a grant to CPB, a non-profit corporation, the CPB board of directors is nominated by the President and subject to Senate confirmation.

Recent donations have been slightly down as donors seem to be cautious, waiting to see what will happen with the new administration. The December pledge drive, while not dire, was not as robust as hoped.

Gary reported that the last partnership contract has been signed for tenants on the tower. Equipment for updating the master control system is arriving soon and should begin to be implemented in January. The Canadian dollar is at \$0.75 American after a dip down to \$0.73.

Program Manager Report

Cary highlighted upcoming *Masterpiece* episodes including a new season of *Sherlock*, the new series *Victoria*, *Home Fires*, and *Dark Angels*. January will also see season 2 of *Mercy Street* premiere.

A new art strand, *Landmarks Live in Concert*, will be airing under the *Great Performances* banner. The first two concerts will feature Alicia Keys and Brad Paisley. Encores will air the following Saturdays.

Cary continues to look for Canadian content to complement the *Great War* program about American involvement in World War I.

Cary reported that the series *Soundbreaking* did well. DVDs will be available. Cary is planning to schedule the episodes to re-run on Friday evenings after the March membership campaign allowing word-of-mouth about the series to spread.

Upcoming pledge drives will be held on January 28-29 and the afternoon of Super Bowl Sunday (February 5), as well as three “mini-membership campaigns” on the remaining Sundays in February (12, 19, and 26).

Please see the attached notes compiled by Cary for more detail on upcoming programming.

Gary noted that only 10-12% of people who watch public television support it financially. KSPS is making efforts to reach viewers and turn them into supporters by increasing its social media use, particularly Facebook, and using push marketing, as well as encouraging “outside the box” thinking about donations. For example, individuals can make bequests to the endowment in their wills, and one recent such bequest will include specific support for local documentaries. Techniques such as matching funds are often effective in increasing donations, and there are occasional surprise donations, too. Recently, KSPS received a \$10,000 check from a supporter who had never pledged above the \$48/year level.

Review and Discussion of Bylaws

Changes to the CAB bylaws were discussed.

Regarding section 2.02, Bob motioned and Consuelo seconded a proposal to remove the requirement for a set minimum number of members of the CAB. The proposal was discussed and the motion was amended to allow for a minimum of seven (7) members rather than the current nine (9). The vote was unanimous in the affirmative.

Also regarding section 2.02, Emily noted that as currently written, the section refers to members of the CAB as directors and proposed all instances where the word “directors” is used to refer to members of the CAB be changed to “members”.

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Discussion regarding term limits for members of the CAB ensued. In order to allow opportunities for new people to join the CAB and provide additional insights, current members of the CAB may stand for re-election once after their current term expires. When that three-year term is completed, after staying off the board for one year, they may be reconsidered for re-election to the CAB. The following language was proposed for inclusion in section 2.02.

CAB members may stand for re-election to a second three-year term. Upon completion of a second three-year term, members may not be considered for a new term for one year, at which time they may re-apply.

Section 4.01.010 relates to the Annual Meeting of the CAB. It was proposed that the time of the Annual Meeting be changed from 4:30 p.m. to 4:00 p.m., in accordance with the current meeting schedule. It was also proposed that rather than requiring the CAB's Annual Meeting to be "one month" before the Corporation's Annual Meeting, the language be changed to "at least two weeks" to allow the current, regularly scheduled September meeting of the CAB to act as the Annual Meeting.

In section 4.03, it was proposed to change the meeting notice requirement from "not less than ten (10) days" before each meeting to "not fewer than seven (7) days" before each meeting.

Minor typos were noted in section 4.06 (replace "a" with "an") and section 5.01 (replace "for" with "forth").

No changes were proposed for any other sections.

Consuelo motioned to approve all of the proposed changes as outlined above; Becka seconded; the CAB voted unanimously in the affirmative. Emily will make the approved changes and distribute the updated bylaws.

In accordance with section 2.02, it was proposed by Marvo that the current CAB members be designated as follows:

Shaun Higgins	Group A
Marvo Reguindin	Group A
Terrie Ashby-Scott	Group A
Emily Geddes	Group B
Katy Durning	Group B
Becka Shelley	Group B
Consuelo Larrabee	Group C
Bob Morrison	Group C

It was proposed that the terms of members in Group A will expire at the Annual Meeting in 2017, the terms of members in Group B will expire at the Annual Meeting in 2018, and the terms of members in Group C will expire at the Annual Meeting in 2019. Katy motioned, Marvo

seconded, and the motion passed unanimously. Please see the attached grid showing members' terms, modeled on the one used by the Friends of KSPS Board of Directors.

Other Items

Gary noted that on the "About" tab of KSPS.org, there is information regarding the open meeting policy which covers the CAB and is in compliance with the CAB bylaws requirements.

Gary asked CAB members to consider what kind of locally created programming would be beneficial for the community and to make that topic a regular discussion at CAB meetings.

Meeting adjourned at 5:25.

The next CAB meeting will be Thursday, January 12, at 4:00 p.m.

Action items

All CAB members:

- per Gary's request, consider what kind of locally created programming would be beneficial to the community;
- continue gathering feedback on programming from friends, family, community members and looking for potential projects/needs to fill;
- continue recruiting new applicants.