

Development Committee Meeting Notes 1/24/2022

Time: 4:30PM - 5:15PM

Present: Mike, Becky, Monica, Tom, MacRae, Laurie, Jill

Note taker: Jill

RETROSPECTIVE AGENDA

- **Welcome**
- **Development Advisory Council**
- **Skills, strengths and capacities**
- **Finances**
- **Development plan/timeline**
- **Long term goals**
- **Branding/new website**
- **Adjourn**

Welcome

Development Advisory Council

- Becky Meiers, Monica Beemer and MacRae Bogdanov are returning to KBOO to serve as advisors to the Development Committee
- Tom describes pride in this team. This is a great opportunity to continue to build on what Becky and Monica put in place during previous KBOO Development lifetimes.
- Tom created a job description for advisory council members:
<https://docs.google.com/document/d/1PHtser6xHgkBxx3UZMbO3EAuG7k7tmFn/edit?usp=sharing&oid=105506938745219834550&rtpof=true&sd=true>
- The advisory council will meet at the beginning of each fiscal quarter
 - The 4th Monday of the 1st month of the quarter
 - 1/24
 - 4/25
 - 7/25
 - 10/24
 - 1/23/2023

Skills, strengths and capacities

- Becky can offer assistance with
 - appeals,
 - case statements for grants
 - CPB
 - local surface report
 - advise on what worked in the past and where there were challenges
 - program design for Youth Collective
 - Language for grants for Youth Collective

- Monica can offer assistance with
 - Donor contact
 - Call members for donations
 - Reach out to major donors for matches

 - New website
 - Assess for fundraising
 - Number of click-throughs, paths, other ways to give, etc.

- MacRae
 - End of year reporting
 - Will meet with Tom and Mike offline to assist in completing reports
 - MacRae knows people who may be able to help KBOO in the Finance Department.

Finances

- No SAS, AFR reports
 - The Finance Coordinator and Finance Assistant staff positions are both open

- Fundraising
 - End of year campaign
 - Goal = \$67,000
 - Actual = \$150,000+
 - There are still checks to process but no finance coordinator/assistant

- Coming up:
 - Station activities report by 2/15 or file for extension

 - AFR by 4/15 or file for an extension

- Audit
 - MacRae and Tom will touch base about accounting firm that has been used in the past
- Tom noted that KBOO is fiscally responsible and is a good place financially
 - Create a culture of positivity rather than of panic

Development plan/timeline

- Mike shared the development plan for the year with the notes:
 - The Station Managers/Development Director positions were vacant when the plan was developed
 - As a result, the plan is conservative
 - Now that Tom has filled the Development Director position, KBOO may revisit this plan
- https://docs.google.com/document/d/1LyMOnLh23p_nMElw7E7XKuf_MqnGkARfbhAdFvKbmE4/edit?usp=sharing

Long term goals

- Tom suggested continuing with the current strategic plan (2017 - 2020) as it is not complete
 - Suggestion that the Board and Staff work together for long-term planning
 - Also for team-building
- Youth Collective
 - Involve youth in actions and messaging for current and future strategic plans
 - What technology is needed to involve youth in a COVID environment
 - MacRae will share how her organization has used COVID funds for their youth program
 - Tom question:
 - Is the Youth Collective a program that KBOO offers to school students OR
 - Is the Youth Collective a program the KBOO advocates in schools to students?

Branding/website

- Tom recognized that a lot of time, energy and thought went into developing/designing the current website
 - Tom doesn't want to "throw out" the current brand

- The committee reviewed a draft of the new website
 - It will be important that KBOO's digital presence is able to keep up with competition

 - Discussion that the current logo doesn't draw attention in the format of the new website

 - Let Tom know if you have other feedback

Next Development Committee meeting

- Monday, 2/28 at 4:30pm via Google Meet

Next Advisory Council meeting

- Monday, 4/25 at 4:30pm via Google Meet