

Meeting notes

KBOO Foundation Finance Committee

July 11, 2018
4:30 in the back room

Present:

MacRae Bogdanov (Finance Coordinator), Delphine Criscenzo (Station Manager), Ruban Lawrence (Board Treasurer), Eugene Bradley, Dan Shramek

Facilitator: MacRae Bogdanov

Note taker: Dan Shramek

FY 2019 Revenue Projections

MacRae and Del reviewed the first draft of the FY2019 revenue projections with narratives for major revenue streams:

Membership

- Membership drive revenue estimates are based on a historical average of \$5,500/day.
- Sustaining membership has been increasing on a year-to-year basis for the last few years. The projected amount for FY2019 is 4.5% higher, based on the prior year increase.
- Winter membership drive will be coordinated with the Willamette Week Give!Guide campaign to streamline efforts.
- Gene suggested that we might consider strategies to reduce bank fees from credit card processing by getting more members to switch their sustaining memberships from credit/debit card to checking EFT. He noted that OPB has pushed this very heavily in recent membership drives.

CPB Grants

- MacRae is hoping to hear from CPB by mid-July regarding the specific amount of unrestricted and restricted grant funding we should expect to receive for FY2019.
- Dan suggested that we consider moving the CPB Restricted income and expenses out of the operating budget (“below the line”) as we have for other restricted funding and expenses. This would make our financial reports easier to understand, and better reflect true operating income and expenses. MacRae said that we could do this for future reports.

Underwriting & Ads

- Selena is having early success in rebuilding relationships with existing underwriters. Del explained that the projected underwriting revenue amount is conservative, and based on revenue from yearly contracts with existing underwriters combined with adding ten new clients on yearly contracts in the new year.
- We are projecting to add new revenue from electronic ads in the new year, with new focus on this revenue stream for the first time. This effort will be streamlined in conjunction with underwriting.

Development

- This estimate is based on the combination of historical revenues from the Give!Guide fundraiser and car donations.

Direct Mail

- Gene had a question regarding the large increase in the expected amount compared to previous years, while membership revenue estimates were down. MacRae explained that much of the direct mail revenue had historically been included in membership drive revenue. It is merely reallocated from one line item to the other in the new budget.
- The FY2019 direct mail revenue will come from two Silent Drive mailers and an end-of-fiscal-year mailing of the annual report, which will be coordinated with the Give!Guide campaign. Del explained that the silent drive mailer revenue estimates are based on a historical average of \$15,000 per mailing campaign.

Major Donations

- Dan asked whether the budgeted amount for FY2019 was reasonable considering the major asks we had from major donors the 50th Anniversary campaign this year. Del explained that Becky feels confident in reaching this amount, and has developed strategies to target a specific list of potential major donors that has been cultivated. She added that the target amount was based on previous year actuals.

Events/Book Sale/Co-Sponsorships

- Dan asked about the variance between the actual revenue through May and expected revenue for events and co-sponsorships for this year, and the likelihood of reaching the budgeted amount this year and next. MacRae explained that the major co-sponsorship revenue would be coming primarily from events at the Clinton Street Theatre, and after review, we would need to revise the budgeted revenues downward for this revenue line.

MacRae and Del will consider modifications to the projected revenues based on our discussion, and after we have had time to analyze the June actuals in the coming week or so.

Per Ruban's suggestion, we will aim to streamline the narratives for the July board meeting to include just the top 5-6 revenue streams, and a line or two of narrative about each. He added that it would be helpful to highlight variances by major line item compared to previous years.

Del discussed the potential staff restructuring that they are working on to increase the level of stewardship and touches with the membership base, and better align Development, Underwriting, and Membership. She explained that they are considering different scenarios, and how they affect the potential realignment of responsibilities and projected personnel expenses.

We reviewed the fundraising & development calendars for FY2019.

The Finance Committee will hold their monthly meeting on Thursday, July 19th at 4:30pm at KBOO.

Meeting adjourned
5:50pm

