

**LOUISVILLE PUBLIC MEDIA**  
**Board Meeting Minutes**  
**March 21, 2017, 4:00 p.m.**

Board Members Attending: Tyler Allen, Nichelle Anthony, Muhammad Babar, Gail Becker, Chris Doane, Jose Donis, Nikki Jackson, Todd Lowe, Becky Simpson.

Board Members Absent: Chris Boone, J-R Curtin, Linda Ewald, Gill Holland, John La Barbera, Ron Murphy, Andrew Simon, Peter Wayne, Marianne Welch.

Staff Attending: Layla George, Michael Skoler, Dennis Stovall

Todd Lowe called the meeting to order at 4:08 p.m.

**I. Finance Committee:** Dennis Stovall

- Revenue was under budget due to membership and underwriting, major gifts met budget for the month
- Added expenses due to drive expenses and consulting expenses regarding the WNKN due diligence study
- Campaign account being drawn down with payments to contractor and deposits on new equipment

**II. Governance and Nominating Committee:** Chris Doane

- Three U of L board appointees were approved and will begin their terms in July.
- Layla & Andrew are working on the board orientation to be done in June.
- Reviewed a list of potential board members and identified the top 6 candidates to pursue.
- Andrew has developed a tool to identify areas where we need to diversify the board which will help us narrow down potential candidates.

**III. Development Report:** Gail Becker

- Spring membership drive was successful, raising \$350,000 and welcoming 800 new members. 2 out of every 3 new members joined as sustainers.
- Gail has been working with board members coordinating events to introduce Michael to the community.
- Campaign kickoff weekend scheduled for September 17
- Capital campaign overview was shared. A little over \$7 million was raised from 2500 donors. Average gift size was \$2,820 and median gift was \$50, due to the successful on-air portion of the campaign. 92% of funds raised came from those giving more than \$10,000.

**IV. President's Report:** Michael Skoler

- Michael shared his vision for the future of LPM with the full staff last week. His goals for the next 3 years are: to make LPM the most loved and trusted civic organization; make membership indispensable; and build a diverse and durable revenue stream. His strategy involves strengthening marketing, diversifying the organization, expanding LPM's role in the community, making life better, and investing in revenue drivers.
- WNKU was sold to Bible Broadcasting Network and we are now investigating a possible purchase of WNKN, a stronger signal that is just north of Cincinnati.
- Conversations with do502 are progressing and we are negotiating a contract to take over the local franchise. We would eventually hire about 3 people to manage this calendar and our events.

**V. Board Chair Report: Todd Lowe**

- Todd thanked the board for helping answer phones during the membership drive. He also thanked Gail for chairing development and Tyler for agreeing to chair the Community Engagement and Diversity Committee.

With no other business, Todd Lowe adjourned the meeting at 5:19 p.m.