

LOUISVILLE PUBLIC MEDIA
Board Meeting Minutes
May 26, 2016, 4:00 p.m.

Board Members Attending:, Tyler Allen, Nichelle Anthony, Muhammad Babar, Gail Becker, Brandon Coan, J-R Curtin, Chris Doane, Jose Donis, Juliet Gray, Gill Holland, Nikki Jackson, John La Barbera, Todd Lowe, Ron Murphy, David Saffer, Andrew Simon, Becky Simpson, Lee Smith, Peter Wayne.

Board Members Absent: Chris Boone, Linda Ewald, Marianne Welch.

Staff Attending: Layla George, Dennis Stovall, Donovan Reynolds

Todd Lowe called the meeting to order at 4:04 p.m.

I. Minutes from the March meeting were unanimously approved.

II. Finance Committee: Ron Murphy

- Revenue goals will be met. We have experienced some significant increases in revenue year over year.
- 2017 Operating Budget was reviewed and discussed in detail. The Finance Committee recommended approval and it was approved unanimously.

III. Development & Campaign Committee: Lee Smith

- The spring drive total was \$305,000, short of our \$375,000 goal. A few reasons are high number of sustainers; shortened number of drive days; and lower major donor support for the drive. Layla intentionally did not solicit many major gifts in light of the upcoming capital campaign.
- Appleby/Arganbright, a consulting firm is working with the membership department as part of a CPB grant for the KY Public Radio stations. They will be able to help the team set more realistic goals moving forward.
- Campaign is currently at \$5.25 million. We will be on-air fundraising for the campaign from June 16-18 with a tentative goal of \$350,000. The campaign website is live and gifts are already coming in.
- Board cocktail party campaign launch is June 6th from 5:30-7 p.m.

IV. Community Engagement: Brandon Coan

- Brandon proposed a name change to the Diversity, Inclusion and Community Engagement Committee to reflect the importance of diversity to the organization and to our community outreach work. The name change was approved unanimously.
- Brandon has created a plan for an annual cycle of work to continue progress on the diversity and inclusion initiative.
- Kirsten is testing marketing in Spanish. She has created a Facebook ad for Classical 90.5 in Spanish and will review results and repeat if effective.

- Brandon announced the Merv Aubespin Diversity Fellowship, building a diverse pipeline of talent into the newsroom – here and nationally.

V. Governance Committee: Andrew Simon

- Standing for re-election Nichelle Anthony, Gill Holland, Tyler Allen, Gail Becker, John LaBarbara, Andrew Simon - all recommended for re-election.
- Todd, Chris and Ron have stood to serve for an additional year in the same roles to offer continuity and consistency within the organization during the transition. All approved unanimously.
- We will have four openings beginning in July and Andrew is seeking suggestions.
- Andrew circulated a document the governance committee created – Responsibilities of Board Members and a draft version of the board capabilities model.

VII. Presidents Report: Donovan Reynolds

- We have filled the last open spot in the newsroom, Lisa Gillespie is the new health and innovation reporter. She starts July 1st.
- The Ohio Valley ReSource (OVR), our regional journalism collaboration, is launching on June 20th. The first story is a partnership with the Center for Public Integrity in Washington.
- Russell Lewis, our NPR regional editor was in town meeting with the OVR and WFPL team and was extremely complimentary about our work and staff. Our digital work is impressive and we are seeing better and better results online as a result.
- WNKU is back on the block. Donovan thinks it will sell for 1-1.5 million. There are other public radio stations in Cincinnati, but not the AAA format.

VII. Chair Report: Todd Lowe

- Clarence Glover resigned from the board yesterday for personal reasons.
- Executive Search Committee has been in regular communication with Tom Livingston, the search consultant. The job description is being drafted and will be posted soon.
- Donovan and Todd thanked Julie Gray and Lee Smith for their years of service and devotion to the organization.

With no other business, Todd Lowe adjourned the meeting at 5:09 p.m.