

LOUISVILLE PUBLIC MEDIA
Board Meeting Minutes
June 6, 2017, 4:00 p.m.

Board Members Attending: Tyler Allen, Muhammad Babar, Gail Becker, Chris Boone, J-R Curtin, Chris Doane, Gill Holland, Nikki Jackson, John La Barbera, Todd Lowe, Ron Murphy, Andrew Simon, Becky Simpson, Peter Wayne.

Board Members Absent: Nichelle Anthony, José Donis, Linda Ewald, Marianne Welch.

Staff Attending: Layla George, Stephen George, Michael Skoler, Dennis Stovall

Todd Lowe called the meeting to order at 4:08 p.m. Minutes from the March board meeting were approved unanimously.

I. Governance Committee: Andrew Simon

- Dr. Muhammad Babar is up for re-election for his second term. Executive Committee nominations include Todd Lowe to continue as chair, Peter Wayne as vice chair and Ron Murphy as treasurer. Nominations were unanimously approved.
- Four new board members were nominated and approved unanimously: Abby Shue, Heather McHold, Susan Moss and Nima Kulkarni.
- Andrew solicited ideas on the best way to integrate new board members into the organization. Becky Simpson offered that Ann Coffey has a good deal of experience in this area. The idea of expanding our board onboarding process to the entire board was explored. The scheduled lunch orientation will have various departments presenting to give an overview of the organization.
- Michael introduced the idea of expanding the list of committees to also include marketing, human resources, and legal.
- Nikki suggested that meeting regularly with other leading community organizations was a great way to cement our standing in the community and cultivate potential new board members.

II. Finance Committee: Ron Murphy

- Projected revenue to be ahead of target by \$93,000 by year end.
- Investment activity will have a \$56,000 net income by year end.
- Expenses higher year to date primarily due to small renovation expenses that could not be capitalized, higher investment fees, personnel transition costs and the building repair to the façade.

III. Development Report: Gail Becker

- Gail thanked the board members who have hosted Michael and introduced him to people in the community.
- Gail is putting together a development committee in July and looks forward to including the entire board in future fundraising activity.
- The September 17th block party will include entire community to celebrate the successful capital campaign.

IV. President's Report: Michael Skoler

- Michael has a vision for LPM to be a connector and not just a content provider. This new budget reflects 8-9% aggressive growth over last year's budget. Major giving increases by 75%. We are also adding a staff member to development and building out our December one-day drive into a full drive. Stephen will be helping with journalism grants and gaining a news director to alleviate his day to day responsibilities in the newsroom. WFPL will also be creating a weekly public affairs program and adding a producer for that program. Underwriting is growing significantly by adding events as a revenue stream, expanding digital sales, and increasing underwriting rates. We are also hiring an experience director to help develop revenue around events. We will add a 5th investigative reporter as part of our original commitment in launching the KY Center for Investigative Reporting this fall.
- Finance Committee reviewed the budget and recommended approval. The board approved unanimously.
- We have some unbudgeted growth opportunities in the year ahead. We are still exploring Do502 and a calendar system. A digital calendar is a way for us to break into the digital underwriting space. We will hire another statewide underwriting representative as part of AKPRS to bring in additional revenue from the statewide network.

V. Board Chair Report: Todd Lowe

- Todd thanked board members who finished their terms – Becky Simpson, Chris Doane and Chris Boone. Marianne Welch was absent.

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