

LOUISVILLE PUBLIC MEDIA
Executive Committee Meeting Minutes
June 27, 2017, 3:30 p.m.

Board Members Attending: Tyler Allen, Gail Becker, Todd Lowe, Andrew Simon

Board Members Attending via Conference Call: Peter Wayne

Board Members Absent: Ron Murphy

Staff Attending: Michael Skoler, Layla George

Todd Lowe called the meeting to order at 3:35 p.m.

I. Governance Committee: Andrew Simon

- New board member orientation will be held in July. We currently have 19 board members with our new slate and the retirement of others.
- A new Metro appointee is needed. Names were offered as potential new appointees, or we could ask to have a current board member re-classified as a Metro appointee. Todd is contacting the Mayor's office to discuss next steps.

II. Development Committee: Gail Becker

- Gail and development staff met before the last board meeting. She has some potential members she would like to bring on to the development committee – Linda Ewald, Ann Coffey, Abby Shue, and Heather McHold.
- Todd is going to contact Mark Rountree to see if he is available to present to the full board on September 19.

III. Community Engagement & Diversity: Tyler Allen

- Tyler has been to two Community Advisory Meetings thus far, as a board representative.
- Tyler will reach out to Michael in a few weeks for a meeting concerning new initiatives, work with the CAB, building a committee, and updating the diversity statement.

V. President's Report: Michael Skoler

- We hope to sign a contract with Do502 tomorrow. Revenue generation will come from event sponsorships and digital ad sales. This is a great way for Gray and his team to monetize our digital platforms. On July 1, we become responsible for the site and August 1, we begin paying for the service. Andrew asked about the brand strategy for Do502.
- We will be shifting to a new finance accounting site soon and hope to make that decision this week. Additionally, we will be updating our membership software to a new CRM system. This is a continuing effort to streamline our processes and increase efficiency across departments.

Minutes from the April 2017 meeting were approved. Todd Lowe adjourned the meeting at 4:40 p.m.