

LOUISVILLE PUBLIC MEDIA

Board Meeting Minutes

Board Members Attending: Tyler Allen, Gail Becker, José Donis, Linda Ewald, Brenda Hart, Gill Holland, Nima Kulkarni, John La Barbera, Todd Lowe, Susan Moss, Abby Shue, Andrew Simon.

Board Members Absent: Nichelle Anthony, Muhammad Babar, Ann Coffey, Nikki Jackson, Ron Murphy.

Board Members Participating on Conference Call: Heather McHold, Peter Wayne

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

Others Attending: Mac Brown, Chair of Community Advisory Board

Todd Lowe called the meeting to order at 3:36 p.m. Minutes from the July meeting were approved unanimously.

I. Staff Presentation: John Grantz and Stacy Owen

- Stacy and John gave a presentation on Waterfront Wednesday. The first Waterfront Wednesday was held in 2001 with 200 people on the Harbor Lawn at Waterfront Park. In 2011, they moved to the Great Lawn and were attracting about 2000 people. Last season drew crowds of 15,000. Bands play Income is generated primarily by selling 4 main sponsorships and booth spaces. The revenue generated has dramatically increased in the past few years and it now brings in a little over \$100,000.

II. Governance Committee: Andrew Simon

- Andrew had invited all board members to join a committee and reported that everyone now has an assignment.
- Intends to review by-laws later in the year
- Todd raised a conflict of interest issue with Tyler Allen. The board recommended approval of Tyler's firm creating banners. This is a specialized printing company and staff felt his work was the best available at a very reasonable cost. The amount was less than \$1000. The vote was approved by all with one abstention, Tyler Allen.

III. Finance Committee: Dennis Stovall

- Year-end financial statement was shared last week
- Grant income was high because it was residual from capital campaign
- We are moving to a new accounting system and once we have transitioned, we will be able to produce reports more quickly

- We are breaking down expenses and revenue as opposed to netting them out for special events

IV. Development Report: Gail Becker

- Gail has formed the committee with Ann Coffey, Linda Ewald, Heather McHold and ad hoc member, Mark Rountree. We have a goal of \$350,000 from donors giving \$2400 and above.
- Everyone on board can help by sharing our story, spreading the word about what we do, and tell people how to support the organization. Board members need to also make significant stretch gifts personally.
- Gail will reach out to board members who have not yet made their annual gift and add to our board matching pool for the October fall drive

V. Community Engagement, Diversity and Inclusion Committee: Tyler Allen

- Tyler is working on getting the diversity statement updated for the annual review. Staff has given input and the board and CAB have been surveyed.
- Diversity committee has scheduled meetings to align with CAB meetings. Tyler is attending their meetings and Mac Brown is attending our board meetings.

VI. President's Report: Michael Skoler

- Skoler wants to expand the newsroom to meet a greater need in our community for journalism. The CJ just laid off 4 reporters today. The non-profit model is increasingly being adopted across the country.
- Heather McHold suggested we explore KPCC, St. Louis and WNYC who are all doing a good job of community engagement – Greene Space at WNYC is a performance space that brings people together.

VII. Board Chair Report: Todd Lowe

- Bob Taylor, former board chair of LPM, has agreed to lead us in our strategic planning process. There will be a core strategic planning committee – board and staff – who will keep the process moving. The process should take 90 days which includes 2 full day planning sessions. We want to start within next 30 days. Todd wants this to be an inclusive process with the staff and board.
- Tom Williams has offered to be a pro bono, of counsel for our board of directors. This arrangement would allow him to do pro bono work for LPM.

With no other business, Todd Lowe adjourned the meeting at 4:43 p.m.