

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
March 27, 2018, 3:30 p.m.

Board Members Attending: Todd Lowe, Gail Becker, Peter Wayne, Tyler Allen, Ann Coffey, Andrew Simon, Eric Carrig, Gill Holland, Brenda Hart, John La Barbera, Heather McHold, Abby Shue

Board Members Absent: Ron Murphy, Linda Ewald, Nikki Jackson, Muhammad Babar, Susan Moss, Nima Kulkarni, Nichelle Freer, José Donis,

Staff Attending: Stephen George, Dennis Stovall, Sean Cannon, Briana Kinkead

Todd Lowe called the meeting to order at 3:36 p.m. Minutes from January 23rd meeting were approved.

- I. Staff Spotlight: Sean Cannon
 - a. Stephen introduced Sr. Digital Strategist, Sean Cannon to talk about D0502.com.
 - b. Sean discussed D502.com
 - i. Do502 strives to be Louisville’s events calendar.
 - ii. By acquiring an opportunity to represent LPM events and generate revenue.
 - iii. Potential to solicit for new LPM members with acquired emails. The email subscribers for Do502 are anticipated to grow by 25% in 2018.
 - c. Currently working on integrating Do502 into the LPM family / branding and underwriting strategy.
 - d. Vertical content strategy for Do502 is soon to include sports, family, and volunteer/philanthropic.
 - e. Sean and Stephen explained a new partnership that will place information kiosks throughout Louisville. These kiosks will provide Do502/LPM content and will be paid for by non-LPM entity.
 - f. John La Barbera asked if Do502 currently incorporates/promotes LPM Membership Drive promotion. Sean said not yet and he has yet to decide if it would be appropriate to solicit via Do502 for LPM donations. Stephen followed up and said they are carefully considering the goals of subscribers to Do502 and whether or not to solicit them via the website or email. Heather, Gail, Eric and Tyler asked for more specifics about the kiosks to which Sean replied.
- II. Development Committee: Gail Becker
 - a. The Development committee has been focusing on the major donor goal to close out FY 17/18.
 - b. Gail touched on the plans for SD18 and updated the Board on the Development Director search.
- III. Diversity, Inclusion & Community Engagement Report: Tyler Allen
 - a. Tyler is working with the Community Advisory Board on issues surrounding diversity and inclusion suggestions for LPM.
 - b. Stephen gave Tyler a contact from NPR to talk to about how the NPR board handles diversity and inclusion best practices.
- IV. Board Leadership and Governance Report: Andrew Simon
 - a. Andrew discussed succession of board chair options with Board members.
 - b. It was decided that Andrew will take suggestions from the Board and discuss them with LPM council, Tom Williams, then return with follow up at the next Board meeting.
- V. Interim-President’s Report: Stephen George
 - a. HR management training went well with senior staff and he plans to provide a similar session with the rest of LPM staff as part of the next LPM town hall.
 - b. Stephen discussed pending staff promotions / changes including a digital team for WUOL and WFPK similar to what they do now for WFPL.
 - c. Community conversations continues.
 - d. Stephen discussed plans for the “Politics Distilled” community conversation with Ryland Barton.
- VI. Chair’s Report: Todd Lowe
 - a. Todd gave the Board an update on the Executive search.

Todd Lowe adjourned the meeting at 4:31p.m.