

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
May 22, 2018, 3:30 p.m.

Board Members Attending: Todd Lowe, Ann Coffey, Andrew Simon, Eric Carrig, Gill Holland, Brenda Hart, John La Barbera, Heather McHold, Abby Shue, Linda Ewald, Susan Moss, José Donis, Gail Becker

Board Members Absent: Ron Murphy, Peter Wayne, Nima Kulkarni, Nichelle Freer, Muhammad Babar, Tyler Allen

Staff Attending: Stephen George, Dennis Stovall, Jecorey Arthur, Briana Kinkead

Guest Attending: Tom Williams

Todd Lowe called the meeting to order at 3:36 pm. Minutes from March 27th meeting were approved.

I. Staff Spotlight: Jecorey Arthur

- a. Stephen introduced WUOL Music Education Manager, Jecorey Arthur.
- b. Jecorey discussed the six music education programs he oversees at 90.5 WUOL / LPM
 - i. **Radio:** Jecorey will soon introduce his own show on 90.5. He hopes to broaden the listener demographics of the station by directing it to students, new listeners and a general new reach of people.
 - ii. **The Music Box:** Podcast takes listeners into classrooms and through the city to ask what is music, and how do we make it. Season one explored topics about composers, homemade instruments, etc. and Season two will be based more on a specific musical concept. Season two's goal is to be a vital resource for music educators.
 - iii. **Instrumental Partners:** Over 1300 instruments have been donated to schools and music programs providing access and enrichment for music teaching environments.
 - iv. **Young Artist Competition:** A competition for musicians aged 8 – 18. Jecorey noted that it's not as much about the competition aspect as it is an opportunity for young artists to experience what it's like to be part of a competition environment and perform live on the radio.
 - v. **Classical Corner:** Free, pop-up activities (based in classical music) for families. Currently at WFPK Waterfront Wednesday. A collaboration with other community organizations like Squallis Puppeteers, KMAC and Compass Quartet.
 - vi. **#WUOLearning:** Hands-on support for educators provided by Jecorey who has so far visited 16 zip codes and worked with 5,249 students. His lessons are standard-based but culturally relevant.
- c. John La Barbara asked how Jecorey makes his school contacts to which he responded a combination of previously established LPM contacts, Jecorey's personal contacts and cold-calling.
- d. Todd asked if Jecorey had plans to work with older demo (i.e. non-grade school age). Jecorey said yes, he has plans to visit prisons, senior living centers and hospitals.

II. Board Leadership and Governance Report: Andrew Simon

- a. Andrew proposed changes to current by-laws. All changes were reviewed by legal counsel (in attendance) Tom Williams and discussed by the Board. All changes were approved unanimously. Specifically:
 - i. Replace the Vice Chair role to Chair Elect. The chair elect will be elected by the Board one year prior to the end of the current chair's term and will succeed the chair without any further action necessary by the board.
 - ii. Change the term of Chair from 1 year (with the possibility of three consecutive terms) to 2 years (with the expectation that the chair serve only one term).
 - iii. Add the immediate past chair to the executive committee for one year following the end of their term as chair.
 - iv. Special circumstances allow for the sitting Chair to extend his term for a year. All Board members in attendance approved a one-year extension of Todd Lowe's term (Todd abstained).
- b. Jose Neil Donis, Linda Sorenson Ewald, and Peter Wayne are standing for re-election. All nominations were unanimously approved (Linda abstained).
- c. Two new Board members were nominated: Wendy Sirchio and Keith Runyon

III. Finance and Operations Report: Susan Moss

- a. As of April, LPM finances are strong in the areas of development, grant and underwriting.
- b. Dennis Stovall said that there will still be a \$170,000 deficit, but that is better than originally thought. He also noted that revenue FY 17/18 is up overall compared to FY 16/17.
- c. Susan said that the current budget method is organized using two systems. For FY 18/19 one system will be used which will hopefully make tracking the budget easier and allow department managers to manage their own budgets in real time (which doesn't currently happen).

IV. Development Committee: Gail Becker

- a. Major gift revenue is ahead of last year.
- b. Gail formally welcomed Eric Carrig to the Development Committee.
- c. Gail thanked the Board for making post-Spring Drive thank-you calls.
- d. Gail announced the hire of Ellen Oost as new Director of Development.

V. Interim-President's Report: Stephen George

- a. KyCIR has accepted their Peabody award.
- b. KyCIR is no longer restricted on spending so there will be more aggressive donation solicitations in FY 18/19.
- c. The LPM staff have attended harassment training and the Employee Manual is being updated (last updated in 2013).
- d. The FY 18/19 Budget has been proposed. Revenue is expected to increase 11% and expenses are expected to go up 8%.
 - i. The budget includes the hiring of four new employees. Three previously approved positions (KyCIR Managing Editor, Broadcast Engineer, Events Coordinator) and one new position (Associate Producer).
 - ii. There will also be a major marketing push which will require input from a consulting firm.
 - iii. Stephen noted that the next fiscal year is also expected to bring a stream of new revenue from do502.com.
- e. The Board unanimously approved the FY 18/19 budget.

VI. Chair's Report: Todd Lowe

- a. With no other business, Todd moved the meeting into executive session to discuss the LPM CFO/President search at 4:36 pm.