

**LOUISVILLE PUBLIC MEDIA**  
**Board of Directors Meeting Minutes**  
**September 25, 2018, 3:30 p.m.**

Board Members Attending: Todd Lowe,, Andrew Simon, Gill Holland, John La Barbera, Heather McHold, Abby Shue, Susan Moss, Gail Becker, Tyler Allen, Keith Runyon, Wendy Sirchio, Eric Carrig, Brenda Hart, Linda Ewald

Board Members Absent: Peter Wayne, Nima Kulkarni, Muhammad Babar, José Donis, Nichelle Freer, Ann Coffey

Staff Attending: Stephen George, Dennis Stovall, Kate Howard, Ellen Oost

Guests: Mac Brown, CAB President

Todd Lowe called the meeting to order at 3:30 pm.

- I. Todd welcomed everyone.
- II. Minutes from July 24th meeting were approved with a clarification from Gail regarding the focus of the Development Committee.
  - a. Tyler moved to approve the minutes as revised; John seconded the motion.
  - b. All voted in favor and the July minutes were approved.
- III. Staff Spotlight: Kate Howard, KyCIR Managing Editor
  - a. Stephen introduced Kate, who has been with KyCIR since 2016 as a reporter, then interim managing editor, and was just named managing editor of KyCIR this month.
    - i. Kate made a brief presentation introducing the KyCIR team and mission, as well as recent recognition and impact stories. She also discussed partnerships with other media outlets in which KyCIR shares content at no charge in order to grow reach and expertise.
    - ii. Kate mentioned a goal in FY19 to be more involved in the community by adding events tied to some of the stories they've done, especially around navigating systems.
    - iii. Now that Kate is officially managing editor, she is working to be more visible in the community, in classrooms, community group meetings, league of women voters, etc.
    - iv. John asked how KyCIR determines the stories they report on, and Kate mentioned that they get news tips every day related to both local and statewide stories.
- IV. Finance and Operations Report: Dennis Stovall
  - a. Dennis, in Susan's absence, shared some updates on the new financial management system. He hopes it will lead to more sharing of information, including income, balance sheet, cash flow, etc.
  - b. Dennis discussed the current financial health of the organization based on the latest financial statements. He mentioned that July, August and January are typically the slowest revenue months for both underwriting and membership.
  - c. Several Board members asked for additional information to be included on future financial statements and Dennis agreed to bring a revised version to the next meeting in hopes of providing more context.
- V. Development Committee: Gail Becker
  - a. Fall Drive Recap:
    - i. Gail was pleased to share that we surpassed our goal of \$325,000 in the fall membership drive (September 10-15), raising \$326,002. This was our best performing drive since the fall of 2015.
      1. Gail thanked the Board for their participation in the Board Challenge, which raised \$46,800—the largest Board Challenge to date! It was used on Saturday to close out the drive and the challenge was fully met by the early evening.
    - ii. Development Committee has begun meeting monthly and is on track with major gift projections.

VI. Diversity, Inclusion and Community Engagement Report: Tyler Allen

- a. The Community Advisory Board has been hard at work on auditing and analyzing the stories that are broadcast on air in an effort to measure how well LPM is serving the community. Tyler introduced Mac Brown, CAB President, to present their findings.
- b. Mac Brown made a presentation showing the cities demographics, our member demographics, and the results of a 2017 social media survey conducted by LPM.
  - i. In order to be more inclusive, the CAB made recommendations for LPM to spread their events across more zip codes. They provided a list of venues across the city to aid LPM in that venture.
- c. The Board thanked Mac and the CAB for their very thorough and detailed data collection which will not only help LPM to evaluate how well our news and events are currently serving the community, but be a tool for the upcoming strategic planning committee to work toward growing and diversifying audience and membership.
- d. The staff is currently working on a response to the CAB's findings.

VII. Board Leadership and Governance Report: Andrew Simon

- a. Andrew mentioned the need to begin drafting a list of potential new Board members to fill anticipated vacancies in the near future. He asked the Board to provide him with input outside of this meeting.

VIII. President's Report: Stephen George

- a. Stephen shared the news of three recent journalism grant awards.
- b. LPM is embarking on a marketing campaign with VIA Studios to grow audience, which will create a larger pipeline for membership and provide more value for underwriting. He also mentioned a new "impact" website in the works to share the good work LPM is doing with the community.
- c. Stephen announced the opening of "Music Alley," the revamped alleyway between LPM and the Mercury Ballroom—a partnership between those two entities and the Downtown Partnership.
- d. Stephen shared with the full Board what was presented to the Finance Committee in the preceding committee meeting, which was a status update on the reserve account and the recent draw on that account. Stephen proposed that the Board be made aware of reserve account more frequently, and shared his goal to plan budget expenses based on anticipated revenue flow in an effort to avoid the need for annual draws in the future. The Board then discussed whether future draws should require Board approval and it was determined that a policy would be proposed by the finance committee to potentially review draws of a certain amount, creating a threshold for Board approval.

IX. Chair's Report: Todd Lowe

- a. Todd reminded the Board about conference call policies.
- b. Todd thanked the presidential search committee for all of their effort and guidance, and presented them with gift bags of LPM swag.
- c. The creation of an ad hoc marketing committee was discussed in order to allow for consultation and guidance as LPM embarks on new marketing efforts. Everyone agreed with the concept of an ad hoc committee made up of people who have marketing expertise (on the Board and beyond). Susan and Eric had mentioned interest in participating and will reach out to staff to discuss further.
- d. With no other business, the meeting was adjourned.

Meeting adjourned at 5:05 p.m. The next meeting will be November 27<sup>th</sup> at 3:30 pm at LPM.