

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

Board Members Attending: Todd Lowe, Nichelle Freer, Ann Coffey, Abby Shue, Susan Moss, Gail Becker, Wendy Sirchio, Brenda Hart, Linda Ewald, Peter Wayne

Board Members Absent: Nima Kulkarni, Muhammad Babar, José Donis, Andrew Simon, Gill Holland, John La Barbera, Heather McHold, Tyler Allen, Keith Runyon, Eric Carrig,

Staff Attending: Stephen George, Dennis Stovall, Erica Peterson, Briana Kinkead

Guests: Rebecca Phillips (MCM), Theresa Batliner (MCM), Al Klein

Todd Lowe called the meeting to order at 3:34 pm.

- I. Todd welcomed everyone. Unable to meet quorum, minutes from the September meeting were not approved.
- II. Finance and Operations Report: Susan Moss
  - a. Susan introduced Rebecca Phillips and Theresa Batliner from Mountjoy Chilton Medley CPA's
  - b. Rebecca and Theresa quickly reviewed the results of the recent Fiscal Year 2018 audit. In brief:
    - i. Total assets were down, total liabilities were down, revenue was up as a result of increases in (member) contributions, grants and underwriting.
    - ii. Expenses were up mainly due to increases in the programming and operating categories.
    - iii. The auditors noted a decrease in cash flow and the sale of investments that occurred in FY 18.
  - c. The auditors informed the Board that in FY 2019 the Financial Accounting Standards Board (FASB) will require changes to the presentation and disclosure requirements for non-profits.
  - d. Susan asked if anyone from the Board had any questions. She relayed that the Finance Committee has reviewed and approved the FY 2018 audit, but due to lack of quorum among the full Board that a vote will be required at the next meeting in order to approve the audit.
  - e. Susan noted that the audit revealed changes to previously-reported financial statements presented to the Board.
    - i. Theresa mentioned that the most significant difference was a decrease in reported assets upon reconciliation.
    - ii. Denny explained that as a result of the accounting system conversion, bank reconciliations were not completed in time for the close of FY 2018 (June 30, 2018). Part of the problem was the use of both systems at the same time combined with input from 3<sup>rd</sup> party conversion company. Upon completion of full conversion he expects future reporting to be accurate.
  - f. The Finance Committee has asked LPM management to alert them earlier in the event that future accounting errors/issues occur.
  - g. With no further questions the auditors were excused.
  - h. Stephen stated he expects the organization to be in the black come January or February. Susan requested a column be added to the monthly financials that reflects year-end projections.
  - i. Stephen said that due to the observed cash flow reductions that occurred in FY 18, the organization will create a plan to optimize spending during low revenue months.
  - j. Susan also noted that membership and grant revenue was up in October 2018. As well as expenses.
    - i. Stephen explained that the Corporation for Public Broadcasting (CPB) grant is \$15K below what was budgeted. However, grants overall are up and a recent partnership / grant with PRX will help make up for any loss from the CPB.
- IV. Staff Spotlight: Erica Peterson
  - a. Erica shared recent and upcoming WFPL projects with the Board.
    - i. Fall 2018 introduced wider and more in-depth coverage of election information than previously done by the WFPL newsroom.
    - ii. New partnerships with the League of Women Voters and WAVE 3 News allowed for in-studio forums and debates and voter guide.

- iii. Over 85,000 views on WFPL.org associated with the voter guide and increased reporting/stories on election matters confirmed that the public is engaged in the information WFPL provided. As such WFPL News will continue to expand future election coverage including the upcoming primaries.
- iv. WFPL is working on the latest installment of the “Next Louisville” project. The focus will be on youth stories. Current partnerships include JCPS and WE Day.
  - 1. Thanks to a Journalism 360 grant (from Google, Online News Association and the Knight Foundation) WFPL will be able to fund new equipment and work on more immersive storytelling.
- v. Ann Coffey asked Erica if she has a list of community partners.
  - 1. Erica explained that yes – they have been keeping track of current and potential partners. Their main goal is to work with organizations that offer the most varied number of “voices.”
- vi. WFPL also plans to launch a once-a-week, one-hour talk show hosted by Rick Howlett in January.

VI. Development Committee: Gail Becker

- 1. The Development Committee met just before Thanksgiving.
- 2. At the Committee meeting Ellen Oost noted that major gifts from July to October 2018 had already accounted for 43% of the goal for major gifts received and pledged in FY 19.
- 3. The upcoming December drive will include matches from former Board members and the Newsmatch grant.

VII. President’s Report: Stephen George

- 1. The end of year Drive is December 10 - 14. Monday and Friday will be full day pitching, but Tuesday, Wednesday and Thursday will vary by station and pitching will mainly be in the form of brief, pre-recorded solicitations.
- 2. The Strategic Planning Committee continues to meet and make progress.
  - 1. Noted institutional goals for strategic planning include diversity, equity and inclusion.
- 3. LPM /KyCIR recently won two law suits against the state and now seeks to recoup legal fees.
- 4. The KyCIR worker safety report “Fatal Flaws” was picked up by NPR for national airplay and on their website. Lexington’s Herald Leader also published the story.
  - i. Fatal Flaws is a collaboration between KyCIR, the Ohio Valley ReSource and the Center for Public Integrity.
- 5. Stephen reminded the Board that the LPM holiday party is December 6<sup>th</sup>.

VIII. Chair’s Report: Todd Lowe

- 1. Since quorum was not met the Board will have to delay the vote on the September 25<sup>th</sup> minutes and the FY 18 audit report until the January meeting.
- 2. With no other business, the meeting was adjourned.

Meeting adjourned at 4:19p.m. The next meeting will be January 22<sup>nd</sup> at 3:30 pm at LPM.