Louisville Public Media Board of Directors
Ad Hoc Executive Committee
Friday, May 24, 2019
1:00 pm

Members Attending: Tyler Allen, Gail Becker, Eric Carrig, Todd Lowe,
Susan Moss, Peter Wayne
Members Absent: Andrew Simon, Ann Coffey
Staff: Stephen George, Ellen Oost

Todd called the meeting to order at 1:01 pm

I. Todd called the meeting to discuss and approve the annual review process for Louisville Public Media’s President in order to recommend it to the board for approval:
   a. Todd thanked Ann and Andrew who developed four tenets for which to measure the President’s performance:
      i. Financial Sustainability
      ii. Operational Excellence
      iii. Strategic Positioning
      iv. People, Diversity/Inclusion, and Culture
   b. Todd asked the Executive Committee to review those tenets and the rest of the proposed policy, with the goal of then presenting it to the full Board for adoption.
   c. Todd opened up the floor for comments:
      i. Susan cautioned the group about setting goals that put the President in a box based on things he/she can’t control (like turnover, etc.)
      ii. Eric and Todd responded that there will always be some level of judgement call, but that this is a way to clearly set goals to measure performance and begin the conversation.
      iii. The process also lines out that the Board Chair will have at least a mid-year review with the President.
      iv. Stephen suggested that he could structure his President’s Report at each Board meeting around these measures to provide regular progress reports.
      v. Eric suggested that we add a 360 review from the staff every other year, and the group agreed.
   d. Todd suggested that the Executive Committee drive the review process and then the President will present his self-assessment to the full Board. The full Board will react in executive session and the Executive Committee will make a recommendation regarding compensation changes for their approval.
   e. With all in favor of this general process, Todd invited Stephen to report on his first ten months as President. Todd reminded the committee that no specific, measurable goals had been set by the Board for this first year.

II. LPM President Review, Stephen George:
   a. It’s been a year of transition, planning and preparation. And now excitement.
b. We now have a clear sense of strategy for growth and a set of big ideas through the strategic plan for next three years. The staff is optimistic.

c. We’re putting teams in place to grow revenue in every category. Teams are also working to break down silos and communicate more efficiently.

d. In terms of programming, over the last year we’ve added a talk show, podcasts, more local hours on WFPL and WFKP. We’ve enhanced local, on the ground engagement.

e. Stephen has been working with a coach from the Oliver Group, meeting every few weeks. He’s working on creating a culture of change, developing more presence-based leadership, and developing specific growth plans for his team.

f. In terms of financial sustainability: we’re projecting to grow revenue 3-4% this year. At the same time we reduced overall expense by about $93,000 against budget.
   i. Gail commented that Stephen has taken on a lot of fundraising and underwriting as a part of his job, this is not only effective but also great professional growth.

g. In terms of operational excellence, we’ve continued to grow audience against downward trends in radio overall. We met all compliance requirements and were accepted into two new national accelerator programs.

III. Stephen then presented his draft goals for FY20:
   a. Financial sustainability – grow revenue overall, especially in the digital space. Transform event operations (geographic diversity, spending funds wisely, revenue).
   b. Operational Excellence – focus on audience research over the coming year. Add more local hours on air. Continue to grow marketing and outreach.
   c. Strategic Positioning – begin implementing the strategic plan, updating the Board along the way. Grow internal learning opportunities. Onboard new part-time HR Director and a new Development Officer. Continue efforts to de-silo. Develop growth plans for team members.

IV. Todd thanked Stephen for his presentation and proposed that the Executive Committee move to executive session.

V. After the executive session, the meeting adjourned at 2:35 pm.