

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
November 19, 2019

Board Members Attending: Tyler Allen, John La Barbera, Todd Lowe, Eric Carrig, Wendy Sirchio, Holly McKnight, Heather McHold, Linda Ewald, Ann Coffey, Brenda Hart, Gail Becker, Nat Irvin

Board Members Absent: Jose Donis, Keith Runyon, Susan Moss, Todd Lowe, Ankur Gopal, Andrew Simon

Staff Attending: Stephen George, Ellen Oost, Dennis Stovall, Ashlee Clark Thompson

Eric Carrig called the meeting to order at 3:33 p.m.

- I. Eric welcomed new Board member, Dr. Nat Irvin.
- II. Then Eric asked for approval of the September meeting minutes, to which all voted in favor.
- III. Abby introduced Becky Philips of MCM CPAs & Advisors to go over the audit. The Finance Committee reviewed the audit in full detail prior to the meeting.
 - a. Becky went over the financial statements, noting the new accounting standard that was adopted this year. It includes a new tracking of functional expenses.
 - b. Abby thanked Becky and on behalf of the Finance Committee moved for the Board's approval of the audit with one small addition for clarity- on the statement of cash flows, adding "and grants" to the "cash received from donors" line item to make it clear that the cash includes gifts from foundations in addition to donors.
 - i. Vote: Abby made a motion on behalf of the Finance Committee. Ann seconded that motion and all voted in favor.
- IV. Ellen provided the Development Update in Todd's absence.
 - a. To date we have \$252,000 paid and pledged toward our major giving goal for FY20, that's 59% toward that goal, and about \$100,000 over where we were this time last year.
 - b. New Member December drive will be December 9-13, with full strength pitching on Monday and Friday and recorded pitches during the week. Our goal is to add 600 new members.
 - c. NewsMatch for KyCIR is in full swing (Nov. 1-Dec. 31) and we have a matching challenge up to \$25,000. So far we've raised \$10,000 from 50 donors. We have a major donor who has agreed to let us triple what is left during the December Drive.
 - d. We have set up a new system to be proactive regarding IRA Charitable Rollovers, where emails will be automatically sent when contacts in our system (with known birthdays) turn 70 to let them know about the opportunity to donate and save on your taxes. We are sending a mass email reminder to the 2,000 contacts already over 70 in our email database this week to remind them of the end of year deadline for their required minimum distributions for qualifying IRA accounts. We are also planning a planned giving mail appeal in January.
 - e. We have some exciting stewardship opportunities coming up in December and January – NPR's Melissa Block will be here on December 16 for a Kentucky Author Forum event and we will do a meet and greet over lunch with her. And the Filson Historical Society is bringing Steve Inskeep to town on January 30 to promote his new book. We have a request out to his team to see if we can also do a stewardship event with our major donors while he's here.
 - f. Grants are going very well, and we just officially received word that PNC Bank has granted our request for \$130,000 over three years. We have several other large asks out to national funders right now and hope to learn more in the coming weeks.

- g. Nat asked about whether we have formal plans to connect with young people in the community and Eric offered that we discuss as a Board:
 - i. Opportunity with high school students especially (Wendy agreed)
 - ii. Wendy would like to discuss ways to continue our “Youth Voices” series beyond the 2019 Next Louisville season.
 - iii. Stephen suggested we also involve the Community Advisory Board to develop young leadership.
 - iv. Heather, Nat and Wendy volunteer to lead this project and to put together some ideas for the March Board meeting.
- V. Ashlee Clark Thompson, Digital Director, made a presentation discussing how LPM utilizes social media.
- a. Ashlee introduced herself, she has been with LPM since November of 2018, starting as our Culture Editor and then moving in the fall to Digital Director. She also oversees Do502.
 - b. Why social media matters: opportunity to communicate in real time with our audience, to share all the good stuff LPM does, and can provide an inside look to show that we’re run by real people with real impact. It also allows us to meet people where they are and have conversations with our audience.
 - c. Social media provides a powerful platform for us: all entities combined, we have almost 163,099 followers: almost 40,000 on Instagram, 75,000 on Facebook.
 - d. Ashlee then shared some ideas for how Board members can utilize social media to help LPM:
 - i. Comment, share and like our stories to increase their visibility;
 - ii. Tell your LPM story;
 - iii. Create fundraisers on Facebook for drives or birthdays (Ellen to send toolkit);
 - e. Ann asked about LinkedIn, and Ashlee explained that you can certainly use LinkedIn to share news about LPM, but that it is more of a network to network tool, so we don’t focus a lot of time and energy on it institutionally.
- VI. Tyler gave an update from the Community Engagement Committee: In our last meeting the committee discussed plans to meet with our consultant to discuss plans to engage the Board in the DE&I work. The Committee is anticipating quarterly board trainings with Dr. Wilbon.
- VII. In Andrew’s absence, Stephen provided an update from the Governance Committee:
- a. Peter Wayne has had to resign from the Board due to time constraints. He will continue to be involved and advocate for LPM.
 - b. The Committee would like to nominate Ellen Call to the Board (her bio was sent out prior to the meeting). Heather made a motion to confirm her nomination, which was then seconded by John. All voted in favor.
- VIII. Stephen provided his President’s Report:
- a. Revenue: He will provide a list of our top underwriting prospects via email after the meeting. If you can help with any of them, please let Stephen know. Major donor prospects are being handled through the Development Committee.
 - b. Lawsuits: As you know, the lawsuits from the state agencies who denied KyCIR’s records requests related to sexual harassment have been resolved and we were awarded fees (estimated to be about \$60,000). However, the agencies filed an appeal, which is now in front of the Court of Appeals. Governor Beshear has promised to review every lawsuit put up by the Bevin administration, and we hope these appeals will be dismissed.
 - c. Personnel update: We have posted for the arts reporter/critic, which we have been fundraising for in recent months. We are also interviewing for our open positions; Managing Editor, KyCIR Reporter, and WFPL Education Reporter.
 - d. Programming: Once again our election coverage has proven to be our most popular stories on the web. Users spent an average of 4 mins and 20 seconds on our stories, which is strong.

- i. A new KyCIR podcast called “Dig” will launch the first week in December. It will be structured by seasons, each focusing on a single investigation.
 - e. Strategic Plan: LPM’s new app will be launching soon. This was part of the digital transformation goal within the Strategic Plan.
 - i. Market Research to be delivered from Coleman Insights in early December, as well as their suggestions for how we can grow listenership and address any other issues or opportunities that rise from the study.
 - ii. We have chosen VIA Studio to do the digital strategy work, which should begin soon as well.
 - f. Stephen discussed the possibility of expanding the WFPL newsroom to grow local news coverage in 2020.
- IX. At Gail’s request, Stephen then gave a brief financial update since the October financial statement is not yet ready (we moved the meeting up one week).
- X. With no further business, the meeting was adjourned at 5:00 p.m.