Louisville Public Media Board of Directors  
Tuesday, July 28, 2020  
3:30 p.m.

This meeting was held via Zoom call due to COVID-19 social distancing requirements.


Board Members Absent: Ann Coffey, Jose Donis, Ellen Call

Staff Attending: Stephen George, Dexter Horne, Dennis Stovall, Daniel Gilliam

Members of the Public: None

I. Eric called the meeting to order at 3:30pm.
II. Eric asked if everyone had a chance to review the previous meeting minutes and the previous month’s financial statements.
   A. With no questions, Abby Shue moved to approve the minutes, the motion was seconded, and all voted in favor.
III. Eric introduced Daniel Gilliam. Stephen George explained that Daniel would provide insights into our most recent listener ratings.
   A. Information is proprietary to Nielsen and confidential to us. Asked that no one share this info outside of LPM.
   B. Daniel presented details of and insights into our latest Nielsen ratings and answered board member questions about the data presented.
   C. It was suggested, and the suggestion was met with general approval, that demographic information from listeners would be useful to talk about in a future meeting.
IV. Eric requested that we go into Executive Session prior to the President’s Report, which consisted of the President’s annual review.
   A. Susan Moss moved to start the Executive Session and Wendy seconded.
   B. We entered executive session at 3:53pm. At that point Dexter (taking minutes) left the meeting.
V. Stephen presented his annual review to the Board in executive session. That discussion ended and others reentered the meeting at 4:38pm.
VI. Andrew Simon provided an update from the Leadership and Governance Committee:
   A. Andrew spoke about the committee’s process for selecting the slate of new board members now being presented to the full board for approval.
B. Asked for a vote on this slate of new board members, which includes Marita Willis, Terry Tolan, Alan Rosenberg and Cedric Powell.
C. Andrew gave everyone time to look at bios for the proposed new members, then asked for questions or comments.
D. A motion from the nominating committee was submitted by Andrew and seconded by Linda Ewald.
E. The board voted unanimously to approve this new slate of board members.

VII. Heather McHold then provided an update from the Development Committee:
    A. Stephen and Eric formally welcomed Heather in as the new Development Committee Chair.
    B. Heather congratulated the board for its members giving more than what they pledged during FY20.
    C. She mentioned total raise of board in FY20 was $64,195.14
    D. She also talked with the board about what they could do to be good stewards of Louisville Public Media outside of fundraising and donating.
    E. Heather asked that board members consider making a pledge during the upcoming Fall Drive, which is planned for the week of September 14.
    F. She reminded the group that during last year’s Fall drive, LPM got 300 donations (100 from new members) during the board challenge, raising $43,000 with that matching incentive. She emphasized that we want to repeat that success.
    G. She made the board aware that the first Development Committee meeting will be Aug. 18.
    H. She also mentioned that the Development Committee looking at the 3rd Tuesday of the month from 4pm-5pm for meetings for as long as we are doing these meetings on Zoom.

VIII. Other Business: Stephen provided an update on Ellen Oost and the babies.
    A. Everyone is well!

IX. With no other business, Linda moved that the meeting be adjourned, which was seconded by Heather and approved.

The meeting adjourned at 4:48 p.m.