

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 Attending: Eric Carrig, Tyler Allen, Susan Moss, Andrew Simon, Wendy Sirchio, Keith Runyon, Abby Shue, John LaBarbera, Ankur Gopal, Nat Irvin, Linda Ewald, Heather McHold, Holly McKnight

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

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

Members of the Public: None

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- 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.