

**LOUISVILLE PUBLIC MEDIA**  
**Executive Committee Meeting Minutes**  
**October 27, 2020, 3:30 p.m.**

<p><u>Board Members Attending</u>: Abby Shue, Ann Coffey, Tyler Allen, Andrew Simon, Eric Carrig, Wendy Sirchio <u>Staff Attending</u>: Stephen George, Dennis Stovall, Ellen Oost</p>
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Meeting was held remotely via Zoom due to the COVID-19.

Eric Carrig called the meeting to order at 3:35 pm.

Eric called for a vote to approve the minutes from the August meeting. Ann moved to approve, Abby seconded. All voted in favor and the previous meeting minutes were approved.

- Eric welcomed Heather and Keith (although Keith is unable to attend today) to the committee as new committee chairs.
- Abby reviewed the financial statements, sharing that we're tracking ahead in revenue and expenses after the first quarter. Membership is off to a strong start for the year after a successful Fall Drive. Underwriting is still the tightest budget and hardest to predict due to the virus and its impact on local businesses and events.
- The audit is wrapping up and they'll be at the Nov. 24 meeting to present to the finance committee and the full Board.
- Stephen shared the news of an unexpected bequest; the Gift Acceptance Committee is meeting tomorrow to discuss in more detail.
- Stephen then gave an update on the news expansion plan. We will be looking to ramp up our efforts to fund this expansion and fund more local news at a time when more people than ever are looking for our services.
  - Eric asked about whether DEI and marketing are priorities in the expansion plan, and Stephen answered that one of the reporting positions would be dedicated to race and equity as part of the new city team – which would also include business and development coverage, health, and add depth to core areas.
  - Ann asked how long it takes to recruit and onboard new reporters and Stephen suggested that it would take 3-5 months to recruit for those positions.
  - The committee then discussed looking at national funders to help finish the campaign.
  - Stephen asked the committee to consider that, if there seems to be momentum behind our fundraising, if within the next few months we could come with a request to start hiring and go public with the campaign.
  - Eric mentioned that there is definitely momentum now, and need, especially in health and DEI space.
  - The group suggested that perhaps one million dollars raised would be a good threshold for moving forward. Stephen will work on a phasing plan.
- Andrew filled in for Keith to mention a potential new Board Member that the committee plans to bring as a nomination at the November meeting.
  - Wendy chimed in with support for the candidate and his background. She said he volunteered that he wants to be an active part of the community.
  - Abby and Stephen added that they were impressed with the candidate when they met with him.
  - The Leadership and Governance Committee will recommend his nomination at the November meeting.
- The committee then had a robust discussion about the need to add diversity to the Executive Committee as well as the Board and the ways to do so.
  - There is an opportunity for one additional at-large spot on the EC (in addition to Ann) and so it was discussed that we would look for someone currently on the board who will bring a set of skills that would greatly add to the committee – someone who is forward thinking and an active member in the community.
  - Eric mentioned that we are also seeking future leadership for the DEI committee, and that the person in that role would be a member of the EC.
  - Tyler suggested we also look to add someone younger to the Board to add more age diversity.
  - Tyler suggested that the DEI Committee lead this effort and meet to discuss diversifying the EC and filling the leadership role of the DEI Committee soon, with the continued effort to improve the balance of diversity on the Board overall so that it will occur more naturally. Tyler will add Wendy and Ann to that discussion.

- Stephen and Ellen then asked about the holiday schedule for upcoming meetings and it was decided to move the full Board meeting and the December Executive Committee meeting forward one week to Nov. 17 and Dec. 15.
- With nothing further to discuss, Ann made a motion to adjourn, which was seconded by Heather and approved by all.

The meeting adjourned at 4:40 pm.