

**LOUISVILLE PUBLIC MEDIA**  
**Executive Committee Meeting Minutes**  
**December 15, 2020, 3:30 p.m.**

**Board Members Attending:** Wendy Sirchio, Heather McHold, Tyler Allen

**Staff Attending:** Denny Stovall, Stephen George, Ellen Oost

Meeting was held remotely via Zoom due to the COVID-19.

In Eric's absence, Wendy Sirchio called the meeting to order at 3:39 pm.

Without a quorum, the minutes from October's meeting will need to be approved via email.

Dennis Stovall let the committee know that the financial statements from November are not quite ready, due to the meeting being moved up one week to avoid the holiday week. Stephen let the committee know that our financials are in a good place and that we plan to provide the staff with raises as planned on January 9, 2021.

Ellen then shared results from Giving Tuesday and the December Drive:

- Giving Tuesday:
  - 76 donations (23 from new members) through the Support Local Business Challenge leading up to and encompassing Giving Tuesday.
  - 29 others made general donations on Giving Tuesday
  - Together, these two initiatives raised nearly three times the amount raised for Giving Tuesday in 2019, albeit still a fairly small number compared to Give for Good Louisville day.
- New Member December:
  - 440 new members / 959 gifts made resulting in \$111,325 raised
  - 2,000 lbs of food will be donated to Change Today, Change Tomorrow's Feed the West initiative, thanks to a partnership with Green Bean Delivery to donate 2 lbs of food for each gift, 4 lbs for new members.

Stephen then provided an update on the news expansion project for WFPL and on the hiring of WFPL's News Director. He plans to share an update on funding as well as on immediate next steps for the Board's approval in the January meeting. Tyler asked for a list of the current donors to the project.

Stephen then shared a plan he and Ellen have been working on, inspired by the recent "Bold" training session by Dan Pallotta, offered by CNPE. The plan, which involves investing in our fundraising operation, will help to build confidence in the long-term sustainability of the news expansion and other mission-driven initiatives in the coming years.

Stephen then provided a general update, in Eric's absence, on growing and diversifying the Executive Committee.

Tyler then provided an update on next steps for the Community Engagement and Diversity, Equity and Inclusion Committee. He has enlisted Marita and Cedric to help determine the direction of the committee and to work in a small group to provide recommendations and challenges to the larger Board in respect to DE&I.

Ellen mentioned that Jose will be receiving his Board orientation later this week, and that in preparing for the orientation she and Stephen pored over the contents of the Board Binder. A digital, updated version will be shared with the full Board so that everyone has the most recent version. In reviewing the document, she and Stephen discovered a discrepancy in how the financial commitment to the Board is described. In the Bylaws, it lays out a minimum gift of \$365 or an equivalent amount of volunteer service for each Board member. On the Board Responsibilities acknowledgement form that each new Board member signs, it states a requirement for a

“personally significant” gift to the organization. We would like to be consistent in the requirement of Board members and so Ellen posed the question to the group - how should this responsibility be stated?

- There was lengthy discussion about how this requirement and our DE&I efforts may or may not be in conflict, as well as the importance of requiring financial support from Board members.
- The committee was in general agreement that the language should be inclusive and consistent, and might be revised to reflect our other fundraising language - requiring that each Board member be a “contributing member” each fiscal year. All donors who make a gift of any size are considered members. Heather suggested that there be a deadline or timeframe included in the requirement as well, so that everyone is clear on expectations.
- Any changes to the language in the bylaws would require a Board vote, and so Stephen will consult with counsel Tom Williams before the January Board meeting so that we can make a recommendation.

With no further business, the meeting adjourned at 4:46 pm.