

**LOUISVILLE PUBLIC MEDIA**  
**Executive Committee Meeting Minutes**  
**February 23, 2021, 3:30 p.m.**

**Board Members Attending:** Wendy Sirchio, Heather McHold, Tyler Allen, Ann Coffey, Eric Carrig, Abby Shue

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

Meeting was held remotely via [Zoom](#) due to COVID-19.

- Wendy called the meeting to order at 3:33pm.
- Heather moved to approve the December meeting minutes and Eric seconded the motion. All voted in favor and the minutes were approved.
- In Denny's absence, Stephen provided a financial update:
  - After being quite a bit ahead of budget in December, we have come back to reality a bit in terms of revenue. At the end of January we are 2% ahead of goal for membership YTD and 9% ahead of this time last year. Major gifts remain in good shape.
  - We continue to track slightly behind in underwriting sales due to pushing back Waterfront Wednesday and the delay in those sponsorships coming in. Nevertheless, underwriting is at 68% of goal.
  - Our PPP loan has officially been forgiven and will hit our books as income in the grant category next month. It's important to remember that although the revenue is recognized this year, it is a receivable for FY20 expenses.
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- With no questions, Wendy proceeded by leading a discussion on a potential new meeting format for the Board. After speaking with all of the Board members, she heard a desire for more discussion and hands-on work during the meetings. Board members would also like specific action steps for them to come out of the meetings. Ann suggested an inverted meeting, with the emphasis on the interactive portion upfront, and then the staff and committee reports at the end. Each meeting would have a particular focus that would be shared with Board members ahead of time.
  - The committee members agreed, but Ann expressed the need to make sure the Board gets to hear from LPM's President about the topics he sees as most important and urgent. The committee then discussed having the discussion topics be staff-led, based on operational need as well as staff experience in Board committee meetings.
  - Wendy agreed to work with Stephen to come up with a detailed plan for how the new meeting structure will work and share it with the full Board in March.
- Next, members discussed outstanding issues related to Board committees:

- Keith would like to ensure that all Board members are on a committee where they want to serve and that there is a succession plan in mind for the chairs of each committee. Currently there are four Board members unassigned.
  - Tyler shared that he is still working with a small group to develop a plan for the Community Engagement and DEI Committee, and that he expects that to continue over the next few months. At the conclusion of that process, he will make invitations for new members to that committee.
  - The second issue is the need to increase diversity on the Executive Committee, as discussed in the previous meeting. There are two at-large member slots on the Executive Committee, one is not currently filled and the other is currently held by Ann, who has agreed to step down in order to make this growth in diversity possible. Stephen reminded the group that in the last meeting two members were identified that would bring new insight and important perspective to the Executive Committee, and the group agreed to invite those members to join.
  - Stephen then introduced his idea for an ad hoc “committee on the future.” The purpose of the committee would be to make regular space for conversation and ideation about issues of consequence for LPM that may occur 5-10 years in the future. The committee’s work would be centralized around business, audience and community engagement strategies that keep LPM at the forefront of trends in our industry and city. It would approach challenges and opportunities openly, focusing on both ideation and risk management for the organization. The committee would work directly with LPM leadership to identify future challenges and opportunities, and focus discussions on relevant issues to the organization and be advisory in nature.
    - This might be an ad hoc group, or part of the responsibility of the Executive Committee.
- Stephen then gave an update on the newsroom expansion, which included the announcement of an additional commitment of \$100,000 from the C. E. and S. Foundation. This leaves \$175,000 to be raised to meet the \$1,500,000 budget required.
    - Additionally, he and Ellen have been reaching out to current major donors to request an increase in their annual operating support of WFPL in order to help the revenue grow to meet the expansion, and the newsroom achieve other areas of growth.
    - The committee members were thrilled to hear of the recent progress.
  - With no other business, the meeting adjourned at 4:37 pm.