

**LOUISVILLE PUBLIC MEDIA**  
**Board of Directors Meeting Minutes**  
**March 23, 2021, The meeting was held via Zoom due to COVID-19**

**Board Members Attending:** John LaBarbera, Alan Rosenberg, Terry Tolan, Tyler Allen, Heather McHold, Keith Runyon, Abby Shue, Ann Coffey, Andrew Simon, Wendy Sirchio, Cedric Powell, Ankur Gopal, Eric Carrig, Marita Willis, Nat Irvin, Jose Gaztambide

**Absent:** Jose Donis, Susan Moss, Holly McKnight, Ellen Call

**Staff Attending:** Ellen Oost, Stephen George, Dennis Stovall, Gray Smith

Wendy Sirchio called the meeting to order at 3:36 p.m.

- I. Wendy welcomed everyone and gave an overview of the new meeting structure.
- II. Wendy asked Stephen and Gray to provide the prompt for the new Board discussion portion of the agenda: With LPM poised to take its next big step in local civic journalism, we are eager to do the same for underwriting. We've talked in the past about our strategy to grow our base of higher-dollar business, which is more about affiliation than transaction.
  - a. How do we break down barriers between traditional understanding of LPM and where we are now ?
    - i. The Board discussed the importance of creating a compelling and visually interesting presentation of our case, including what makes LPM different and some case studies for successful clients. It could also address some of the preconceived notions about LPM and include some peer-to-peer storytelling.
      1. LPM is working on updating our presentation, and Gray asked if we could bring it back to Ankur, Nat, Keith, Terry and Tyler, especially, for their feedback based on their ideas during the brainstorm. They agreed.
    - ii. Gray highlighted some of the business goals in which LPM underwriting is extremely successful, areas like brand building, volunteer and staff recruitment, and ticket sales/event attendance.
    - iii. There was also discussion around the current "needs-based" approach, and the notion that many companies may not be as aware of their needs and may need an approach that is more prescriptive, with an introductory package that allows for some trial.
  - b. Gray and Stephen thanked the Board for their ideas, and requested that the discussion continue with a smaller group because there was not enough time to get through all of the ideas.
- III. Wendy then moved on to the consent agenda, and Abby made a motion to approve the minutes and the financial statements, which was seconded by Eric. All voted in favor.

- IV. Stephen then gave the President's Report:
- a. Financials are in really good shape at the end of February.
    - i. We have reduced our end of year underwriting projections due to a lack of a robust recovery at this point in the year. We are still working on sponsorships for Waterfront Wednesday.
    - ii. Individual giving is up 9% year over year.
    - iii. It's the Spring Membership Drive and we are making good progress toward meeting our goals for the week, thanks to a great Monday.
    - iv. We have \$160,000 left to raise for the WFPL Expansion. The Gheens and C.E. and S. Foundations both came through with grants to help over the past few weeks. We have several other active conversations in process, and hope to close the campaign soon.
    - v. We have started the budget process, which includes input from VPs and Managers and are moving back toward a three-year budget outlook.
  - b. Operations Update:
    - i. Audience numbers have come back to earth since the pandemic surge - that is consistent across NPR affiliates. Nevertheless, we're still reaching more people than we ever have before.
    - ii. We are planning for a return to the building and have asked for a group of vaccinated volunteers to begin coming back in May. As for everyone else, we provided three options going forward, to work from home permanently, come back to the office full-time, or a hybrid of home and office. We are working on a permanent hybrid working policy to use going forward.
    - iii. We will be due to update the strategic plan in the coming year. We have had a lot of discussion around digital revenue acquisition and that may be a future board discussion session.
    - iv. Hiring continues for new positions in the newsroom. We are likely two weeks away from finalizing the first two to three hires. We've gotten a diverse pool of candidates overall, which is very encouraging.
    - v. The staff I.D.E.A (Inclusion, Diversity, Equity and Access) committee has been focused on staff development opportunities as an equity issue, and we're developing a plan within the FY22 budget to make professional development more accessible across the organization.
- V. Keith then provided a Leadership and Governance Committee update:
- a. Keith made a motion to approve Dexter Horne, nominated to the Board by the Executive Committee. Heather seconded the motion, and all voted in favor.
  - b. Marita and Cedric will be new Executive Committee members and Ann will be rolling off of that committee.
- VI. With no further business, the meeting was adjourned at 4:37 p.m.