

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
May 25, 2021, The meeting was held via Zoom due to COVID-19

Board Members Attending: John LaBarbera, Alan Rosenberg, Terry Tolan, Tyler Allen, Ann Coffey, Andrew Simon, Wendy Sirchio, Cedric Powell, Ankur Gopal, Nat Irvin, Jose Gaztambide, Susan Moss, Dexter Horne, Holly McKnight

Absent: Jose Donis, Keith Runyon, Ellen Call, Abby Shue, Heather McHold, Eric Carrig, Marita Willis

Staff Attending: Ellen Oost, Stephen George, Dennis Stovall

Wendy Sirchio called the meeting to order at 3:34 p.m.

- I. Wendy welcomed everyone and made some announcements:
 - a. Abby had a baby boy on May 22nd. Congratulations to her family!
 - b. Welcome Dexter Horne, former LPM Development Associate and new Board Member.
 - c. Ann Coffey has agreed to chair the Diversity, Inclusion and Community Engagement Committee as Tyler retires from that role. Thanks to both of them for their leadership.

- II. Stephen then presented Louisville Public Media's FY22 budget for Board approval:
 - a. Despite a year of disruption and change, we made significant advancements in diversity, equity and inclusion, audience and membership, and the WFPL expansion campaign
 - b. At the same time, the pandemic pushed underwriting revenue down and the recovery took longer than we expected
 - c. Amid the pandemic, we accelerated — changing our trajectory. We achieved:
 - i. Present, contextual local news in times of crisis
 - ii. Sensitive, responsive and joyous music programming
 - iii. Opportunities for growth: major giving, mid-level individual
 - iv. Philanthropic response to pandemic, racial justice movement
 - v. We have raised all but the final \$85,000 of our \$1.5M goal for the WFPL expansion
 - vi. AJP is investing to help us reach a new financial scale for LPM
 - d. Status of FY21 income vs. expense
 - i. Income is 45% ahead of budget (mostly due to the expansion funds)
 - ii. Expenses will be right on target
 - e. Stephen then shared a chart comparing FY20 and FY21 revenue across categories
 - f. FY22 budget highlights:
 - i. Major new investments in mission, sustainability
 - ii. New, more competitive benefits for staff

- iii. Services growth: More local news, podcasts, newsletters, events (all of which are audience and revenue opportunities)
 - iv. Investments in Diversity, Equity & Inclusion
 - v. Effort to continue to preserve our reserves
 - g. FY22 revenue is budgeted at \$6,561,631 (back to FY20 revenue levels)
 - i. Wendy asked about the previous board discussion regarding underwriting, considering the big goal to get back to where we were pre-pandemic. How can the Board be helpful with that? Stephen shared that there is a cohort of Board members who have agreed to regular meetings to help us game plan underwriting efforts and that has been extremely helpful.
 - h. Stephen then moved on to the expense side of the budget:
 - i. FY22 budgeted expenses of \$7,337,632
 - a. Of note:
 - b. Stephen then asked for questions or comments on the budget proposal.
 - 2. Susan said it's quite remarkable that we've been able to grow during the pandemic and offered her congratulations.
 - 3. Cedric asked for some clarification regarding the NPR fee and programming fees. Stephen shared the reasoning and basis for the new fee structure, and that it is rolling out slowly. Morning Edition and All Things Considered are included as part of the fee, all other NPR programming we pay for a la carte (pricing changes year-to-year).
 - 4. Ann wanted to reiterate that she is pleased that we are sharing our success with our teams and we're taking care of them through the training, etc.
 - ii. With no further questions, Wendy then requested a motion to approve the budget.
 - 1. Ann moved to accept the budget as presented and her motion was second by Susan. All voted in favor and the FY22 budget was approved.
- III. Wendy then moved on to the consent agenda, and Jose G. made a motion to approve the March minutes, which was seconded by Susan. All voted in favor.
- IV. In Heather's absence, Ellen mentioned the proposed revision to the board giving policy that was emailed out for review ahead of the meeting. With no questions, Terry made the motion to approve the Board giving policy language revision which was second by John and all voted in favor.
- V. In Keith's absence, Andrew asked the Board to consider three members for re-election, Wendy Sirchio, Keith Runyon, and Jose Donis - all of whom have agreed to serve another

term. As a reminder, all board members are on a three-year cycle, and can serve up to three consecutive terms. Andrew made a motion on behalf of the governance committee to approve the re-election of these three members. The motion was seconded by John and all voted in favor.

VI. Stephen then gave the President's Report:

- a. \$85,000 left to raise in order to complete the WFPL Expansion campaign. In the meantime, we have the funding to cover FY22 salaries and will go ahead and post the business reporter in the next couple of weeks.
- b. Policy updates:
 - i. Updated handbook to include DEI work and have consolidated all related policies to one area of the handbook, including new gender identity policies in order to create a fully inclusive office environment. We've added an official Open Door Policy, and have updated the parental leave policy to remove the requirement to use your PTO and vacation time during your 12 weeks, since new parents need flexibility.
 - ii. Updated Bereavement Leave Policy to include loss of pregnancy.
 - iii. Solidified our remote work policies moving forward.
 - iv. Better defined Cost of Living Increase Policy to not exclude people who had been previously given a promotion or raise (it is now tiered based on the quarter of that change).
 - v. Added a Covid Vaccination Policy - now requiring that you share your status with HR.
 1. The LPM staff will be 100% vaccinated in the coming weeks.
- c. John asked about the kind of encouragement we're providing for staff to take advantage of the new staff development policies. Stephen answered that it starts with awareness, and that every manager, as part of regular staff check-ins, will ask about what their employees want to do within the year so that it is normalized.
- d. We have implemented our test group of employees coming back to the office. We currently have 24 people back in most days on a trial period. We've asked that they all wear masks while moving out of your office/away from the desk but we have been able to lift the floor isolation plan. The rules are likely to continue to evolve with the removal of the remaining regulations.
- e. We gave all staff the opportunity to select their preference to come back to the office full-time, in a hybrid capacity, or to work fully remote. The staff survey results showed about one third of the staff selecting each. This will alleviate our space concerns regarding the additional employees we're currently adding through the WFPL Expansion and the AJP grant. We'll keep learning as we transition to the next normal.

- f. Tyler then asked about figuring out when the Board would like to meet in person once again. Stephen will create a survey so that everyone can weigh in and the Exec Committee can look at the results and make a recommendation.

VII. With no further business, the meeting was adjourned at 4:33 p.m.