

LOUISVILLE PUBLIC MEDIA
Executive Committee Meeting Minutes
December 14, 2021, 3:30 p.m.

Board Members Attending: Wendy Sirchio, Cedric Powell, Keith Runyon, Abby Shue, Ann Coffey, Heather McHold

Staff Attending: Stephen George, Ellen Oost

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

- The committee gathered and began by discussing the recent tornados and WFPL's coverage.
- Wendy Sirchio called the meeting to order at 3:40 pm.
- Board Discussion - Approach to Strategic Planning in 2022
 - Stephen set up the prompt:
 - 2022 is the third year of our current strategic plan. Is long-term planning wise? Is it even possible in our current climate? How do we want to approach our next phase of strategic planning?
 - Discussion:
 - Ann shared that she used to be really hardcore about strategic planning. She still believes in rooting your plan in your purpose and thinking through where you're headed. It's important to ask longterm questions related to infrastructure, but in terms of response, nimbleness is required.
 - Abby and Cedric shared their thoughts and experience as well.
 - Stephen shared his confidence in our resilience and ability to operate within guardrails. He also shared how well we've been able to stick to, and accomplish our strategic planning goals set in 2019, despite all of the disruption.
 - Ann suggested that we take some abridged time to "hit refresh" in an inspiring way, asking big questions.
 - The committee agreed that a short, concentrated retreat in the spring would be helpful, with a brief, impactful, and inspiring summary to guide us over the next year.
 - Stephen will share some ideas for potential facilitators, and continue to think through this process as we prepare for it in the spring. He thanked the committee for their input.
- Consent Agenda - Wendy Sirchio
 - Abby made a motion to approve the October minutes, seconded by Ann, all voted in favor.
 - Due to the committee meeting being moved up (to avoid the holiday), the financial statements will be shared via email next week.

- President's Report - Stephen George
 - Ellen shared the results of the December Drive:
 - We welcomed 571 new members last week — more than 2020 and 2019, and very close to 2018.
 - 61% of the new members joined as Sustainers, which means they're likely to keep donating for years to come.
 - We also heard from another 550 renewing/increasing members.
 - We raised \$149,000 - the most during a Dec. Drive since 2018, which was just slightly higher.
 - Stephen shared more notes about current financials since the official statements won't be ready for another week:
 - Underwriting is 94% to Q1 and Q2 goals. If we're able to start moving Waterfront Wednesday soon, that will help.
 - We learned our CPB Grant will be \$34,000 higher than what we budgeted.
 - Both membership and major gifts are tracking ahead of this time last year, but major gifts are slightly behind budget. Grants appear to be lagging behind but it is simply a timing issue. Ellen shared lots of new grant notifications we've received, including for Southern Indiana Reporting, a new podcast, and the WFPL newsroom expansion. Her team is doing great work.
 - Stephen submitted his report ahead of time and asked for any questions. It covered:
 - Drive results
 - Tornado coverage
 - 2021 DEI Report
 - Events (New Lens, Holiday Music Trivia, Staff & Board Holiday Party)
- With no other business, the meeting adjourned at 4:40 pm. Wendy said she hoped to see everyone at the holiday party on Thursday.