

Development Committee Meeting
Tuesday, February 15, 2022 at 4:00 p.m.
Meeting occurred via Zoom Meeting

- I. The meeting was called to order at 4:05 pm. Heather made a motion to approve the November and January minutes, seconded by Wendy. All voted in favor.
- II. Ellen then gave an update on the progress toward our FY22 goals after the close of January:
 1. Goal is \$655,000 from major donors for the year
 2. In terms of cash, we are 54% toward our goal, when you include pledges and cash since the close of January, we're at 67%.
 3. Compared to FY21, Membership is 6% ahead, Major gifts 5% ahead, Grants 136%.
- III. Ellen reminded members to please share one person they know who should be connected with LPM. Please email your ideas to Ellen and she can suggest next steps. Heather will remind the full Board of this ask via email.
 1. Marquel suggested that everyone consider how they were first connected to public media, to see if that can be replicated or spark ideas.
- IV. The group then celebrated some LPM news to share with their networks, including:
 1. Recent Governor's Award in the Arts for Louisville Public Media
 2. WFPL's radio documentary, *A Critical Moment*, and Jess and Stephanie's recent appearance on KET Connections.
 3. Spring Drive will be March 21-26
- V. Committee Discussion: Engaging more young people, building the LPM Membership funnel
 1. The committee identified YPAL, LULYP, Prospanica, Young Authors Greenhouse, and the WE Day Youth Board as good places to start. Heather suggested church youth groups might also be a good connection point.
 1. Committee members will share contacts with Ellen and we'll set a meeting to learn more about each group, their goals and plans for the year, and see how we might fit in.
 2. WE Day is focusing on the environment this year and Wendy would love to make a connection with Ryan Van Velzer.
 2. The committee also brainstormed some friendraising event ideas:
 1. Potentially inviting some young partner groups to a Waterfront Wednesday and providing a drink ticket in exchange for an email sign up or app download, etc.
 2. Plugging into our WFPL focus on youth engagement surrounding the voter guide.
 3. LPM could also find ways to plug into events and activities these groups already have planned.
 3. The committee asked about, and discussed the various audience demographics for LPM properties and how audience members are finding us now.
- VI. The next meeting will be March 15, 2022 at 4:00 pm.

The meeting adjourned at 5:06 pm.