

**LOUISVILLE PUBLIC MEDIA**  
**Board of Directors Meeting Minutes**  
**March 22, 2022, The meeting was held via Zoom due to COVID-19**

**Board Members Attending:** Wendy Sirchio, Abby Shue, Marita Willis, Andrew Simon, Holly McKnight, Terry Tolan, John La Barbera, Keith Runyon, Dexter Horne, Heather McHold, Jose Gaztambide, Ankur Gopal, Tyler Allen, Briana Lathon, Chris Thomas, Mac Brown, Moses Icyishaka, Ann Coffey, Alan Rosenberg, Susan Moss, Cedric Powell

**Absent:** Ellen Call, Jose Donis, Nat Irvin

**Staff Attending:** Ellen Oost, Stephen George, Dennis Stovall, Bill Burton

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

- I. Wendy welcomed the four new members, Chris, Briana, Mac and Moses.
- II. Staff Spotlight: Bill Burton, Morning Edition Host, WFPL introduced himself.
  - a. The Board asked Bill questions about being the first voice we hear in the morning and gathering the day's news.
  - b. They thanked Bill for all he does for WFPL and for his witty, calm and comforting voice in the morning.
- III. Board Discussion: LPM's One Big Goal for 2022 - LPM is in the middle of several different research and development projects to help center our audience development efforts in 2022 and beyond. This year, we are focusing on one big goal: To make LPM News a trusted local news source for more Black Louisvillians.
  - a. Stephen went over specific tactics we have in the works and shared work specific to the UNC Table Stakes program and Google News Initiative.
  - b. Stephen shared the initial findings from our focus groups in the West End funded by the Google News Initiative, and our plans to better connect with West End residents.
  - c. Ideas were shared from Board members around pastors and churches in the West End, West of Ninth creators, University of Louisville, Simmons College and groups for younger residents, like AMPED.
  - d. Stephen thanked the Board for their input and recognized this work as another step towards actualizing our organizational goals to better serve the community.
- IV. Consent Agenda:
  - a. Wendy asked for comments or revisions on the January minutes and February financials. With no questions or edits, Ann made a motion to approve them, seconded by Alan. All voted in favor.

- V. President's Update: Stephen asked for questions or comments related to his written report
- a. With no questions, Stephen highlighted the update regarding website migration to Grove and the outlook to launch lpm.org by late summer.
- VI. Committee Updates:
- a. On behalf of the Leadership and Governance Committee, Keith Runyon brought forth a motion to amend the bylaws in regards to how they refer to the Board meeting schedule. The bylaws mention that Board meetings are held bi-monthly and also that they are held at "4pm on the fourth Thursday of the month." The Governance Committee proposed an amendment to the bylaws to remove the time and day of the week of the Board meeting, to allow for flexibility as needed (and so that it is no longer inaccurate, since we meet at 3:30 pm on Tuesdays).
    - i. Terry made a motion to amend the bylaws regarding meeting dates and times, Holly seconded. All voted in favor.
    - ii. The committee also hopes to bring three new nominees to the next meeting.
  - b. On behalf of the Development Committee, Heather McHold reminded Board members of the request that each bring forth one person who might be interested in learning more about our mission and can give to LPM in some capacity, and who might connect us to others who can do the same. Only 20% of Board members have done so to date, but we've already raised \$5,000 from these efforts.
    - i. Please send your ideas to Ellen and Stephen via email and we'll come up with a cultivation plan.
    - ii. It's also the spring membership drive - Ellen shared an update and asked the Board for help spreading the word and sharing our posts and emails.
- VII. With no further business, the meeting adjourned at 4:31 pm after no need for an Executive Session.