

**Development Committee Meeting
Tuesday, June 21, 2022 at 4:00 p.m.
Meeting occurred via Zoom Meeting**

- I. The meeting was called to order at 4:04 pm. The May minutes were approved unanimously after a motion by Heather and a second by Wendy.
- II. Ellen then gave an update on the progress toward our FY22 goals:
 1. Membership: 3% ahead of last year (+\$73k) and 2% behind schedule (-\$45k)
 1. We're likely to end up at 98% of goal after a slow spring drive
 2. Major Giving: We've exceeded our goal for the year, driven by multi-year grants (WFPL expansion and otherwise)
 1. Still need to grow donors in the \$2,400-\$5,000 range especially
 2. Prospecting so important now! Also looking at predictive analytics tools in our database as well.
 3. Grants: Exceeded goal for FY22! 1% ahead of last year and 15% ahead of goal
- III. Ellen shared plans for the Young Professional Meet-Up at June 29th Waterfront Wednesday
 1. 6-9pm, Big Four Lawn
 2. Networking, socializing, cross-pollination of YP groups
 1. YPAL, LULY, TeachKY, 1Si, Louisville Scoop
 2. Register on-site, receive drink ticket
 3. "Chill space" for mingling/watching the show
- IV. How to Help: Friend-raising Effort
 1. Ellen reminded committee members to reach out to 2-3 assigned Board members to help them brainstorm an introduction (someone with similar interests, who is civically or musically engaged, etc.)
 1. Help them to come up with one person to intro to LPM, via an invite to an upcoming event (like Waterfront Wednesday), to send an article or podcast episode, to tour the station, or meet with Stephen for coffee or lunch.
 2. Send that name via email to Ellen, Ellen will follow up with suggested next steps.
 3. Ellen also shared Heather's notes on prompts for thinking of who might be interested, and the purpose of the exercise.
 4. This work is even more important as we have some fall events coming up and we need to start cultivating new potential major donors.
- V. Things to attend/listen to/share:
 1. WFPK Waterfront Wednesday 20th Season - invite someone!
 1. War, Bendigo Fletcher, Wombo
 2. Young Professional Meet-Up
 2. *Words for the People* podcast, new episodes monthly
 3. *Race Unwrapped*: Season 2 "language around race"
 4. *The Music Box* Juneteenth Episode (and new season coming in July)
 5. WUOL's New Lens July 17 at 21C and on Facebook

1. Bourbon Baroque plays Philip Glass
6. Newsroom Expansion video
7. Report for America matching fund now through June 30th and \$10 extra ask on donation page
8. Ellen will add a page to the Presidents Reports from Stephen each month to the Board that includes these kinds of opportunities to attend and share.

VI. The next meeting will be July 19, 2022 at 4:00 pm on Zoom, and committee members will get in touch with their Board peers between now and then about potential prospects.

The meeting adjourned at 4:38 pm.