

**LOUISVILLE PUBLIC MEDIA**  
**Board of Directors Meeting Minutes**  
**July 26, 2022, In-Person at Louisville Public Media and also on Zoom**

**Board Members Attending:** Wendy Sirchio, Abby Shue, Marita Willis, Holly Weyler, Terry Tolan, Heather McHold, Briana Lathon, Chris Thomas, Mac Brown, Moses Icyishaka, Ann Coffey, Cedric Powell, Susan Moss, Alan Rosenberg, Keith Runyon

**Absent:** Jose Donis, Ankur Gopal, Nat Irvin, Jose Gaztambide, Dexter Horne

**Staff Attending:** Ellen Oost, Stephen George, Dennis Stovall, Jonese Franklin

- I. Wendy Sirchio called the meeting to order at 3:36 p.m and welcomed two new Board members. All attendees introduced themselves.
- II. Staff Spotlight: Jonese Franklin, WFPL Program Director and *All Things Considered* Host
  - a. Jonese introduced herself and shared a bit about her background and what she does at LPM. She then fielded questions from Board members.
- III. Board Discussion: Preparation for the Sept. 27th Retreat - Wendy Sirchio, Stephen George
  - a. Wendy shared the goal for the retreat, which will be to recognize the success of our 2019 strategic plan and discuss how we advance it. She encouraged everyone to attend. A full agenda and further details will be shared later.
  - b. Stephen then went through a presentation to setup the September discussion that included:
    - i. Our performance toward our 2019 strategic plan goals and what we learned.
    - ii. A review of the mission and vision and the three strategic goals set in 2019:
      1. DEI: The language in our 2019 goal feels dated after all of our work in this space and we should refresh the goal based on where we are today.
        - a. This promoted a question regarding the CAB an a request for an update on their current work, as well as a Board liaison now htat Tyler has rolled off the Board;
      2. News: The Board discussed appropriate metrics to show progress toward our “first choice for news” goal stated in the previous plan.
      3. Music: The Board expressed a desire to think beyond serving “adventurous music lovers,” and consider the ways our music station serves and engages with the community as our focus in the coming year.
    - iii. In September, the discussion will center around our biggest opportunities, market gaps we should fill, and activities we can let go in order to pursue other priorities.
  - c. Wendy closed the discussion with a request that the Board come prepared with ideas, questions, “what if” statements.

- IV. Consent Agenda:
- a. Wendy asked for comments or revisions on the May minutes and June financials. With no questions or edits, Abby made a motion to approve them, Holly seconded. All voted in favor.
    - i. A request was made for more education regarding how to effectively read the financial statements and how to best understand how we're doing financially. Stephen will schedule a meeting to go over this with interested members.
- V. President's Update: Stephen asked for questions or comments related to his written report, which included updates on:
- a. DEI contract, *Louisville Magazine* collaboration, lpm.org, and Waterfront Wednesday
- VI. Committee Updates:
- a. Development Committee - Heather McHold
    - i. Fall Membership Drive Sept. 10-16, The Board will pool their annual giving to create a matching challenge. Ellen will follow up with emails and letters. Our goal is to raise \$30,000 to double the gifts of members on the last day of the drive.
  - b. IDEA Committee - Ann Coffey
    - i. Ann is happy to share that the committee has coalesced around a purpose statement and approved six goals:
      1. Thought leadership support
      2. New Board Member DEI Orientation
      3. DEI Training for the Board
      4. Board diversity and engagement in tandem with the Governance committee
      5. LPM annual committee report input and support
      6. Bringing awareness of evolving DEI issues, challenges, and opportunities to the Board
  - c. Leadership and Governance Committee - Keith Runyon
    - i. There are now two vacancies on the Board at this time. Ellen Call has resigned after two years on the Board. If you have ideas for new Board Members - send Keith or Wendy your ideas. Looking for HR skills right now as a priority.
  - d. Finance Committee - Abby Shue
    - i. June financials are still preliminary. Denny is preparing for the audit.
- VII. With no further business, the Board went into Executive Session at 4:39 pm to discuss a personnel matter.