

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Board of Directors Meeting Tuesday, December 14, 2021 Minutes

Present: Chairman Andrew Rand, Lesley Matuszak, Helen Barrick, Dr. John Day, Dawn Dinh, Sid Ruckriegel, Sally Snyder
Phone/WebEx: Kim Armstrong, Polly Barton, Wayne Cannon, Andy Chambers, Angela Morarity, Stephen Morris, Ashley Spain, Carol Farris-NETA
Staff: William Baker, Luann Claudin
Absent: Amanda Campbell, Jessica Ford, Monica Hendrickson, Jerry Herbstreith, Stephen Shipley

Noting the presence of a quorum, Chairman Andrew Rand called the meeting to order at 4:01 PM.

Chairman Rand asked for a motion to approve all the minutes as one item. Sally Snyder made a motion, which was seconded by Helen Barrick. Chairman Rand asked for any additions or corrections. With no modifications or additions being made, the motion passed unanimously.

Chairman Rand requested an adjustment to the agenda to add a resolution allowing President and CEO Lesley Matuszak to handle the Peoria Magazine contract. Sid Ruckriegel made a motion with a second by Sally Snyder. Andrew Rand asked for questions on adjusting the agenda. The board members voted unanimously on adding the resolution to the agenda. Then, Dr. John Day made a motion to accept the resolution, and Dawn Dinh seconded the resolution. Chairman Rand called for a vote on the resolution. The resolution passed with Stephen Morris opposing the resolution.

Chairman Andrew Rand asked Carol Farris from NETA, our new account representative, to present the October financials.

Carol presented the profit and loss statement first. The net loss, including depreciation YTD through October 2021, is \$81K. The total revenue YTD through October 2021 is \$1.47M, \$366.5K ahead of budget due to the timing of a State of Illinois grant. The grant receivable is recorded in October 2021. The total expense before depreciation YTD through October 2021 is \$1.45M, \$244.9K more than budgeted due to payroll accruals and special events expenses. This should correct itself in the coming couple of months as revenue is received.

Carol presented the balance sheet with our current assets being ahead this year, \$5.5M vs. \$4.M due to increased cash and cash equivalents and investments. The State of Illinois grant receivable is recorded in October 2021. Net Property and Equipment are at \$5.1M, comparable to the prior year. Current Liabilities are at \$1.46M, higher than the prior year by \$198K due to increased CPB grant estimate and Entec financing for the compressors installed in FY21. Long Term Liabilities have increased due to new equipment notes payable and the second PPP loan received in April 2021. The station is currently applying for loan forgiveness. Net Assets and Fund Balances have increased by \$582K compared to YTD October 2020.

On the cash flow statement for the month ending October 31, 2021, the station decreased its cash position by \$706.5K. On the cash flows from operating activities, the station spent \$456.4K in operating activities for the year to date. For cash flows from investing activities, the station spent \$146.7K in investing activities comprised mainly of fixed assets purchases. And, on cash flows from financing activities, the station spent \$103.3K due to payments on existing note payables. WTVP is able to fund its debts.

Carol asked for any questions. Chairman Rand and the committee have reviewed this at the Executive Committee level. The motion to receive the financial files was made by Helen Barrick, seconded by Sally Snyder, and a third by Dr. John Day to accept the financial report as submitted. No one was opposed, so the motion passed unanimously.

Chairman Rand reported the Chairman report. Since the pandemic began, the hours that went into keeping WTVP viable were commendable.

Lesley Matuszak presented the President's Report

- Arts Partners Legacy Award for WTVP – Lesley attended and received. Sid and Flo Banwart also received an award.
- Again this year, WTVP has two finalists in the NETA Public Media Awards for WTVPeople and the new Roundo car event. For Roundo 2022, John Davis, host of Motorweek, will be here for the event with a major donor event at Dr. Lindsey and Kathy Ma's home. He will also host an inner-city community event with Carver Center and Tri-County Urban League.
- Annie Malone Documentary – after a private showing at PRM, the St. Louis PBS wants to feature the documentary as well.
- Organizational Study with Larry Weinzimmer. A Bradley Senior consulting project gathered and compared data and used e-blasts and surveys to analyze WTVP. WTVP has a current ratio that can satisfy its liabilities in the year three times over, compared to other Illinois PBS stations. WTVP's financial health is a Distinctive competence compared to peers.
- CBAC meetings – in compliance with CPB this group meets every quarter.
- Studio rentals – OSF Healthcare, CAT, UnityPoint
- HVAC Chiller Unit – new installation from ENTEC
- Fundraising event – Luxury Collection auction event, expand for our market – auction all year long
- Virtual Golf – February 10 & 11, the weekend before the SuperBowl. All sold out, but call Angie if interested.
- Steve Simon – March Event – live pledge, private workshop, lecture
- Auction event – online bidding only (no phones in the studio), on-air time for only two hours each evening, three hosts and two hand models, fast click, produced TV experience(scripted copy)
- Quilt auction – May 9-31 working in conjunction with PRM
- Motorweek host is coming in as discussed and will be here as a special guest for the Roundo car show event in early June. Any ideas for John Davis?
- WTVP Travels – going to Koehler, golf experience, Cindy Baker hosting non-golfers – 15 couples
- Garden Party – again in June 2022, working with DA Hoerr to select a garden and host
- New series "Self Made" – host, Dee Brown, CEO, from The P3 Group, team out of Memphis TN
- Leadership series coming back with Amy Burkett on January 17-18, 2022

Development Report was presented by Sid Ruckriegel, Chair of the Development Committee

Something for everyone in WTVP's calendar of events as a way to connect to many individuals

Member Counts – Goal of 6,000 members, continuing progress

Membership dollars – up 7% in membership dollars

Klystron Analysis – up 16% in FY comparison

UW – New, renewed numbers

Overall fundraising – reached over \$1 million as of today.

Membership Drives – on-air support and QR code added instantly during the drive

Solicitation methods – biggest method is direct mail; the bulk of renewals is by mail also.

Web donations on the rise

Quarter 1 analysis indicates an increase over the previous year's first-quarter report

Annual analysis to date – 11% up from last year

Plenty of opportunities to be involved as a donor and participate in activities and events.

Chairman Rand – Invited board members who want to make a leadership gift to speak with Lesley or Sid

Station Manager Report was presented by Bill Baker

Combined Sewage and Water Overflow program – Peoria's approach and response – this is the next environmental doc. This doc is fully underwritten.

McLean County History documentary – finishing up shooting

Taking "What Is It" series to McLean County History Museum

KDB Group – hired WTVP to produce the Henri de Tonti documentary

Backyard Journeys program will debut during the March membership drive. 75% of the shooting is complete – Program format – tease, show open, segments.

The router has arrived – a big black box - Looking to install. Engineer, Jim Jordan is prepping for the actual installation.

Three quick promos were presented on the upcoming holiday season programming

Charlie Brown, Mysteries of the Jesus Prayer, Christmas at Belmont

Backyard Journeys – still shooting, mostly shot at 75% done

Cold tease, open for the series, then the segment

Lesley reported on the Pekin Friends, who meet the first Monday of the month at WTVP. Bowlathon raised over \$6,000 and has moved from the spring to the summer, the last Saturday in July. This year the Pekin Friends funded pencils for outreach, renewal of FilemakerPro software, and money toward a new refrigerator in the kitchen area.

Chairman Andrew Rand asked for any other business, which was none, so Chairman Rand adjourned the meeting at 4:47 PM with the next meeting date on Tuesday, February 8, 2022.

Respectfully submitted,

Lesley Matuszak, President & CEO