

# ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

## Board of Directors Meeting

April 14, 2020

### Minutes

Present: Lesley Matuszak

Phone/WebEx: Chairman Andrew Rand, Kim Armstrong, Helen Barrick, Polly Barton, Amanda Campbell, Wayne Cannon, Jessica Ford, Angela Moriarity, Stephen Morris, AJ Rassi, Sid Ruckriegel, Stephen Shipley, Sally Snyder, Ashley Spain, Danna Luo-NETA

Staff: William Baker, Luann Claudin

Absent: Dr. John Day, Marcus Fair, Monica Hendrickson, Jerry Herbstreith, Linda Huddle

Noting the presence of a quorum, Chairman Andrew Rand called the meeting to order at 4:00 PM.

Lesley Matuszak announced participants after Andrew requested a roll call because the meeting is being held virtually through Webex due to COVID.

In the first item of business, Chairman Rand asked for approval of the minutes from the February 11 Board of Directors meeting, the February 27 Executive Committee meeting and the March 26 Executive Committee meeting. These were presented as a group. The motion was made to approve by Sally Snyder and a second by Polly Barton. All passed unanimously.

Andrew Rand indicated we are living in interesting times, and WTVP is the bright, blue skies with community efforts to be trusted and valued. The entire staff is working with social distancing and is essential. WTVP leaves a footprint in the Central Illinois community to inspire. Remarkable team effort and the WTVP staff is to be commended. Congratulations to the station.

The Financial Report was discussed next. Danna Luo from NETA presented the February financials. The FCC repack impacts the budget on both the expenses and income. The Station Activity and Benchmarking Survey (SABS) was completed, which allows for the Community Service Grant payment in April. March is trending on track with the budget. NETA and WTVP have made good progress during this fiscal year. Budget preparations are coming up during the next couple of months. Chairman Rand called for the motion to accept the financial report, which passed unanimously

President's Report: Lesley Matuszak presented the following to the board:

WTVP is asking Ken Burns to come to Peoria for collaboration with PRM's exhibit

Preparing an updated Endowment Policy, Donor Policy, and Personnel Handbook for the Executive Committee to review.

Wrapped up the WQPT contract as of March 31, which will have a monthly impact of \$22,000 /month

A meeting is soon to be scheduled with Kim Armstrong to discuss possible collaborations with ICC Culinary School. Kim reported that ICC is dealing with COVID, so no discussions at this point. Kim indicated the Culinary program is re-accredited, and only Kendall College has the same rank of accreditation that ICC has. Cooking programs on WTVP will be a great partnership and complement to this program. Wayne Cannon commented on promoting a good career and job positions.

The PSO lease is up for a renewal contract soon.

A.J. Rassi is working on the continued financial assessments.

Continuing our partnership with WAOE, who is now airing the WTVP, produced COVID spots on their station.

Also, our partnership with WMVD radio who is pushing program promotion and passport.

On April 23, the city staff will be discussing the budget with viewer questions on a special At Issue at its regular time slot. Suggestion to expand this to the Peoria County and McLean County boards.

Bradley Marketing students were working on a survey with WTVP members

Positive feedback on the new design and the format of the WTVP program guide. Expanded pages and upgraded paper costs are covered with a partial trade with printer and ad sales. Program guide is a benefit of membership.

At Issue is a one-hour format and moving to a consistent 8 PM start time. This involves a partnership with PJ Star with an up-to-date news promo.

Working on a promotional marketing package option for non-profit organizations with one affordable price.

Created a Birthday Announcement package to sell in honor of birthday celebrations around a program selected by the recipient.

Mailed out postcards to stay in touch with our members and another to our members employed by Caterpillar to announce their COVID match.

Developed the Weekly Insider email blast to members, which is emailed every Friday.

Writers contest's deadline is extended to May 4.

Other promotions and partnerships for Creature's of Light, At Home Learning for Kids, and PBS Kids for parents.

Special project with Beth Crider, Peoria County Regional Superintendent of Schools, and to partner with local and state agencies to promote remote learning at home with tutorials and lesson plans.

PBS turns 50 this year

Looking at future Klystron event and a possible September music event with Dexter O'Neal and the Funkyard in the WTVP studio.

WTVP is marketing with chambers and also acquiring chamber list for underwriting opportunities.

Kim Armstrong asked for a meeting with Lesley to discuss online learning opportunities and partnerships.

Andrew Rand complimented Lesley on the activities and successes of the station.

Sid Ruckriegel, Chairman of the Development Committee, gave the Development report. Sid thanked the WTVP staff for their hard work and continuing efforts that showcase what we do best for our community and provide entertainment for families, members, and viewers.

Sid reported on the fundraising efforts indicating we have a 15% increase in membership and Klystron over last year and a total fundraising increase in all activities of 34%. Underwriting is up 21% over the previous year. New passport members have experienced a 32% increase. Sid indicated the Development Committee Team is meeting virtually. Lesley reported on how the April figures were comparing and trending. Lesley acknowledged the hard work of the Development Team.

Bill Baker reported on behalf of the station's activities, including the following topics:

Production is working on a video for PRM on Sonar Tide.

Finishing up postproduction work on Preserving Illinois Prairies for June air date.

Lawmakers, which is usually held in May, will be one or two programs virtually by WSIU.

Rand Root, work for hire production, is postponed due to COVID as well as the student diversity project.

Documentary series on environmental climate change will take place in the next 5 to 6 years. Right now, in the research stage.

On-air auction is being postponed

COVID programming content as part of a townhall, simulcast, over 40 interstitials plus information on our website.

Social media is up 33% with FaceBook posts.

Partnerships with WMBD and PJ Star with program content

PBS three-year contract with YouTube to offer our own local streaming channel with provided equipment.

Andrew Rand asked for Other Business, which there was none, so he adjourned the meeting at 4:57 PM.

Respectfully submitted,  
Lesley Matuszak, President & CEO