

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Board of Directors Meeting

October 8, 2019

Minutes

Present: Chairman Andrew Rand, Lesley Matuszak, Kim Armstrong (4:31), Helen Barrick, Polly Barton (phone), Amanda Campbell, Wayne Cannon, Dr. John Day, Monica Hendrickson (phone), Jerry Herbstreith, Angela Moriarity, Stephen Morris, AJ Rassi, Sid Ruckriegel, Stephen Shipley, Sally Snyder, Ashley Spain

Staff: William Baker, Luann Claudin, Mark Lasswell, Bill Porter (4:30), Colleen Runkle, Julie Sanders

Absent: Marcus Fair, Linda Huddle

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

In the first item of business, the minutes of the June 25, 2019 Annual meeting and the August 13, 2019 board meeting along with the 2019 Executive Committee meeting minutes from July 25, August 22 and September 26. The minutes from the Board of Directors meeting on June 25 and August 13 were approved with a motion from Dr. John Day and a second by Sally Snyder. Helen Barrick asked for clarification on the August 22 minutes as to which minutes were presented and approved, so these minutes were tabled for the December Board of Directors meeting. The minutes for the Executive Committee meeting on July 25 were approved with a motion from Dr. John Day, seconded by Sally Snyder. The September 26 Executive Committee meeting minutes were also approved with a motion from Stephen Morris and a second by Sally Snyder. All passed unanimously.

Chairman's Report: Andrew Rand indicated NETA's contract to take on the financials and accounting began on October 1. Since July 1, 2019 the revenue and expenses are being recorded on a cash in basis but will return to an accrual basis for FY20. Andrew Rand indicated WTVP will move to work with a new attorney and firm. There is an updated organizational chart for WTVP employees. We will institute a level of trust with staff.

President's Report: Lesley Matuszak reported on updates in and around the station. Lesley indicated there is good synergy amongst the staff and working at full speed; staff is all on the same page with good results; the staff is out in the community for visibility; and everyone is working for the mission. We are trying to put our footprint on the map to reach out to the outlining communities. WTVP wants to work on expanding arts, culture and the business community plus working with school age children to prepare them for school.

Lesley announced she will be attending a PBS Conference in the Washington DC area to get acquainted with other PBS leaders and engage with other Public Media stations.

WTVP has been busy with several production services projects such as AppsCo, Peoria Promise, EasterSeals, CASA, Honor Flight plus several more. We want to bring attention to WTVP while expanding what we do. We will have a studio event for our new local documentary about Lydia Moss Bradley. Lesley indicated we are working on initiatives with Peoria Public Schools and Pekin Schools.

WTVP will be rebranding with the new PBS logo, which debuts November 4. Plans for the RePack and ReScan are well underway, which could take place depending on tower crew availability as early as December 9.

The building was refreshed with new paint on the outside around the windows, railings and doors. The water leak was fixed through Illinois American Water and the front landscaping was cleaned up by Barr Landscaping.

Helen Barrick reported on the financials. She indicated that the business office is in transition to new personnel and to NETA. Quick Books, the in-house accounting software, is being modified to operate with NETA going forward. From July 2019 through September 2019, our accounting is on a cash-in basis versus accrual but will

return to an accrual accounting procedure for FY20. The FY19 audit is nearing completion and payables are up-to-date.

Pekin Friends: Jerry Herbstreith complimented Lesley on the building updates. The group recorded a testimonial spot to run on-air to show their support of the station. Lesley and Andrew Rand attended their September meeting held at the station, which was appreciated by the members of the Pekin Friends.

Galesburg Area Friends: No report for this meeting.

Sid Ruckriegel gave a report of the Development Committee meetings. He thanked Colleen Runkle for her management of all the Development activities this fiscal year. He commented on the Country Music event held in the WTVP studio to kick-off the Ken Burns' Country Music documentary. Sid presented a FY19 & FY20 membership comparison for the first quarter of the fiscal year. There is new member growth, direct mail strength, on-air drive growth and an increase in dollars raised. Sid commented on program underwriting being an investment in WTVP and businesses are presented in an uncluttered environment around the programs.

Director of Development, Colleen Runkle gave the Development Department report. We have a planned giving mail campaign in conjunction with PBS called "Ducks in a Row." Colleen announced the Volunteer Recognition event to be held later in October and invited the board members to attend. The Winter Membership Drive will occur in late November until December 12th. WTVP will host a Holiday Gathering event after the December Board of Directors meeting on the 10th.

Executive Producer William Baker reported for Production. Bill Baker presented the new production entitled, "Duck Decoys: Art of Deception." This program was a partnership with the Peoria Riverfront Museum highlighting their recent duck decoy exhibit. The documentary presents decoys as a work of art, the carvers and techniques. Bill Baker discussed the state of production equipment and software to keep WTVP relevant and current i.e. the edit suites upgrade, audio boards updated, switcher unit replaced last year, new transmitter for the repack. Future needs will be high-definition multi cameras, large storage capacity for edit suites, change out multi-plexer to add additional channel and technology to stream our signal LIVE.

Julie Sanders then gave the Content & Marketing report. Julie Sanders discussed the rebrand and additional promotion being planned in the PJ Star newspaper and Peoria Magazine. WTVP will host a studio audience for the new local documentary about Lydia Moss Bradley along with LIVE pledge in our studio on December 5. A rescan plan was developed to help our members and viewers with the repack and channel rescan. We will have volunteers and staff trained to help answer questions with the transition to the new channel. WTVP Outreach is participating in the World-Wide Day of Play sponsored by PNC. Bert and Ernie from Sesame Street will be present. Several program highlights were presented including Masterpiece: Press, Retro Report, Great Performances: Kinky Boots, and College Behind Bars, which includes a screening and panel discussion. Wayne Cannon asked about other communities being involved with the College Behind Bars screening and event.

Lesley thanked the staff for their dedication and hard work.

Andrew Rand asked for any new or other business items to be discussed. Ashley Spain complimented the three screens in the front entry way being used to welcome guests into the station.

Andrew Rand thanked the board members for their time.

At 5:00 p.m., Chairman Rand adjourned the meeting.

Respectfully submitted,
Lesley Matuszak, President & CEO