

## ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

### April 9, 2019 Board of Directors Meeting Minutes

Present: Chairman Andrew Rand, Maurice Bresnahan, Polly Barton (WebEx), Elwin Basquin (WebEx), Jerry Herbstreith, Linda Huddle, Stephen Morris, AJ Rassi, Sid Ruckriegel, Sally Snyder, Ashley Spain (WebEx)  
Staff –William Baker, Luann Claudin, Jerry Kolb, Mark Lasswell, Julie Sanders

Absent: Kim Armstrong, Helen Barrick, Wayne Cannon, Dr. John Day, Monica Hendrickson, Allen Mayer

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 three meetings were collectively moved for approval. These included the minutes for the Board of Directors meeting of February 12<sup>th</sup> and the Executive Committee meetings of February 28<sup>th</sup> and March 28<sup>th</sup>. Motion for acceptance was made by Mrs. Snyder, seconded by Mr. Morris and passed unanimously.

Mr. Kolb presented the Financial Report. The February 2019 financials were presented. On the balance sheet, cash was somewhat lower due to timing of the CBP receipt and PBS dues payment versus the previous year. After great fluctuations, the endowment was close to even with the prior year. Net assets were \$64K higher than the previous year. Net income was \$(179)K year to date, \$47K better than plan. Motion for acceptance was made by Mr. Rassi, seconded by Mr. Ruckriegel and passed unanimously.

Mr. Rand presented a request for the station to approve an easement on a property adjacent to the station's property, upon which the station has an easement of its own. This easement would be in conjunction with a proposed development project at 812 SW Washington. After discussion, a motion to allow staff to execute necessary documents to grant the requested easement was made by Mrs. Snyder, seconded by Mr. Morris and passed unanimously with Mr. Ruckriegel abstaining.

Mr. Bresnahan gave the President's Report, which included:

CPB Funding is looking at a potential increase in funding in the current budget being proposed. Also, CPB is reviewing the apportionment formula and is considering changes that would be more favorable to smaller stations.

PBS is looking to create streaming opportunities for station, but there are rights issues to be dealt with.

PBS will be rolling out an updated branding plan that will require a review of station branding materials.

Several staff members will be attending the PBS annual convention in Nashville in May. This is part of an effort to provide career development opportunities for station personnel.

There was a discussion of several lost cable markets and "must carry" rules. Messrs. Rand, Ruckriegel and Kolb met with Art Svymbersky from Comcast to stress the importance of these outlying markets to the station.

Jerry Herbstreith gave a report of the Pekin Friends, which included the recent Bowl-a-Thon event.

Linda Huddle gave a report of the Galesburg friends, including their plans to volunteer for the annual auction.

Development Committee Chair Sid Ruckriegel reported that the committee was reviewing mailing letters. Luann Claudin then gave a development committee report. Daniel Tiger made appearances at two Peoria Rivermen games the weekend of 2/23-24, which represented a new underwriting relationship. A Sound Bites taping on 3/28 was a donor cultivation event and was well attended. A taping on 3/31 featured the winners of the PSO Guild Young Artist Competition. Two new underwriting contracts for our PBD Kids channel have been signed. The 46<sup>th</sup> annual Auction is April 25-28. Staff would love to have board members come by and thank volunteers during the auction.

Executive Producer William Baker reported on the recent production efforts. At Issue continues weekly episodes, with topics including fire and police pensions, African American economic opportunity, issues facing the city of Peoria and a live town hall on the opioid epidemic. He shared clips from the town hall episode as well as from the recent Sound Bites.

Mrs. Sanders then gave the Content & Marketing report. She reviewed the recent station tours which were coordinated with Align Peoria, with over 1,000 first grade students from Peoria Public Schools participating. The station will be supporting Align Peoria's "Slide into Summer Reading" with financial assistance from PNC Bank. She reported that this year's Writers Contest was underway. The next advisory board meeting is scheduled for 4/18. She shared a clip from the upcoming Masterpiece drama Les Miserables.

Mr. Rand then asked Mr. Rassi to update the board on a review of the bylaws that he has been performing. He stated that the bylaws were generally in good shape, but there were a few items that should be updated.

Mr. Rand then noted the need to go into closed session. The meeting went into closed session at 4:58 P.M.

Respectfully submitted,

Maurice Bresnahan

President & CEO