

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Board of Directors Meeting

June 9, 2020

Minutes

Present: Chairman Andrew Rand, Lesley Matuszak
Phone/WebEx: Amanda Campbell, Jessica Ford, Sally Snyder, Sid Ruckriegel, A.J. Rassi, Angela Morarity, Dr. John Day, Helen Barrick, Polly Barton, Kim Armstrong, Stephen Morris, Stephen Shipley, Ashley Spain, Danna Luo
Staff: William Baker, Luann Claudin
Absent: Linda Huddle, Wayne Cannon, Marcus Fair, Monica Hendrickson, Jerry Herbstreith

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

Chairman Rand asked Lesley to conduct a roll call to determine all the board members in attendance.

Andrew accessed the past year as we began last June with Lesley coming on board and she has a team for support.

Andrew addressed the events of the past two weeks with racism and police training. Andrew asked for one minute of silence for the violence throughout our nation. Thank you.

WTVP is preparing some strategic plans to become a better corporate citizen and more effective on lifting up people and the American dream.

Chairman Rand asked for a motion to approved the minutes. Sid Ruckriegel made a motion, which was seconded by Dr. John Day. Chairman Rand asked for any additions or corrections. With none being made, the motion passed unanimously.

The financial report was next on the agenda. Danna Luo from NETA reported on the financials. Revenue is leading the budget by \$435,000. The increase is contributed to special major gift as well as the CPB stability fund of \$260,000 as part of the CARES Act grant, not part of the regular CSG Grant. Before the end of this fiscal year, we will see a pledge of \$350,000. Lesley reported the gift would not be received before year-end, and it is a capital grant. On the expenditure side, over by \$76,000, is contributed to the FCC re-pack project. Reimbursements will happen on the grant side. Maintenance items are \$35,000 over budget for the building. Rand asked for Development figures, which will be a part of Sid's Development Committee report. Helen Barrick was pleased with the financial report and the financial results during the year. Helen thanked Lin in the business office, Lesley and the team. Also, thanks to Danna and NETA for her availability, manage this area and create these reports. Lesley reported we would be working through the creation of the budget, pending the results of COVID and fundraising.

Rand asked for any questions regarding the financials. Hearing none, Rand asked for a motion to accept financials as presented.

Stephen Morris reported from the Nominating Committee. Marcus Fair is relocating for business, so he is resigning from the IVPTC board. The committee is nominating Dawn Dinh to fulfill Marcus Fair's term. The Nominating Committee is submitting a new appointee, Andrew Chambers. Chairman Rand presented the slate of officer terms with updated terms for continuing board members. Morris gave bio information on Andrew Chambers, and Lesley gave background information on Dawn Dinh plus Andrew Chambers. These are the recommendations from the Nominating Committee with these updates and nominations.

Rand asked for re-elections of board members for 2020-2023 with the nominations. Motion passed unanimously, and no board members opposed. On behalf of the Nominating Committee, Rand presented the slate of officers to form the Executive Committee, which would consist of Rand, Morris, Barrick, Ruckriegel, and Rassi, with their

existing positions being re-upped. Motion passed unanimously to accept the Executive Committee officer positions and members.

Lesley gave the President's Report.

- Success with the monthly program guide adding an additional eight pages with the extra channels. With that is \$600 additional cost, covering with the advertisements—bulk mail postage the same.
- The studio upgrades from its current standard-definition format to high-definition format and will impact our productions and have a crisp and sharp look. We can share our original productions with more stations. This could be a revenue source to make our productions more sale-able for our clients. We want to make this attractive for clients and work-for-hire. We can offer four to five camera productions. We are the largest downstate studio. We need to capitalize on this and our new HD camera and upgraded studio.
- We are working with the Gilmore Foundation and Bielfeldt Foundation for specials gifts for equipment upgrades and special projects. Their investments will return to the community.
- William Baker submitted the *Art of Deception: Duck Decoy* program for an award to promote WTVP, Doug Oberhelman and the PRM.
- Handbook and Endowment Policy is updated and is now before the ECM for review. We are exploring the investment firms and the policy will be reviewed moving forward.
- Our back parking lot experienced water runoff damage on Memorial Day with a large amount of rain and storms. Sid is working with Lesley and the City of Peoria to look at drainage and repairs.
- Our business block is moving forward and we are working on plans for a weekly business affairs program with some in-depth reports for the community and businesses we serve.
- *Preserving Illinois Prairies* is finished and aired in the June Membership Drive with funding from the Backlund Family Trust and underwritten by SanKoty. Shout out to Polly on underwriting the Peoria Park District documentary.
- CEFUCU wants to partner with us to offer their financial assistance and work with WTVP on content for the remote learning channel.
- WTVP is featured on google analytics for the remote learning channel.
- Billboard campaign is underway through a partnership with Adams outdoor. We have remote learning on electronic billboards right now and a continual campaign in the fall.
- Birthday Bulletins are ready to roll out on WTVP.
- We are forging ahead with OSF and CAT on proposals.

Lesley asked Sid to continue with the Development Report. Sid thanked Lesley, Bill, and the team keeping WTVP in the community like the Memorial Day program, interstitials and trusted, honor, direct reporting and programming plus great entertainment. WTVP has value within the community. Growth in members over the last two years, but significantly over the past year. The development team does a great job. Thank you to our legislators for their part in the grant that is soon coming. (\$350,000) Dollars committed to WTVP's fifth channel is separate from membership. Schools and districts all over the counties to benefit and partner with. We are asking the question, "What does business look like and development look like after COVID?" WTVP Travels is on hold. Underwriting needs your help, so if you know of a company that needs promotion. Send them to WTVP for underwriting opportunities.

As of May 31, Membership and Klystron have seen a 25% increase. Total fundraising has increased 22% over last year. Underwriting is up 22% during COVID. WTVP's Passport benefit is being utilized by more of our members. New members find value with passport, which is a great option and has a 31% increase with new members. Endowment for the year came in with a 444% increase and represented a special planned gift, which is going to be important moving forward. Sid presented upcoming development activities and events with the mailings, drive including local programming and last hurrah of Downton Abbey. Then Development will end the summer with the August Drive.

Lesley added some new numbers. June drive is \$31,000 so far, with last year being \$26,000. Liked the interstitials, which comes from the community, more of a presence in the community and with individuals. Lesley shared the top programs of the drive. Pledge types tell us how to ignite these categories of giving. Deep dive into the figures to

know where we need improvements—new challenges for the development team. Most members give \$100, how can we increase these members and bring others up to this level? Need to do better on the matching gifts. Increase our sources for the underwriting of local productions. Angie is working hard on renewals, not allowing the contracts to expire. Kudos to Angie and the Development Team.

Sid acknowledged the enthusiasm and expertise from Lesley and leading the Development Team. Lesley included the entire staff and the production team.

Station Manager, William Baker, reported next. COVID rearranged our lives but demonstrated our position in the community and the dedication WTVP has in the community.

July 1 date, for our World and Create channels to split apart. We sent a letter to cable and satellite companies to inform them and asked them to carry both of our channels.

Local programming includes...

Race matters, special *At Issue* this week

One hour *At Issue* exploring COVID and updates, state opening-up

Staying healthy spots

Heartland Clinic, a COVID response with special underwriting

Writer's Contest – no full party, but will host parties in stages by grade

Preserving Illinois Prairies – thanks to the Backlund family for their continuing support of environmental issues

Next, environmental documentary is on climate change in the next seven hours – WTVP asked Backlunds for their input

Several projects funded – Randy Root (COVID on-hold), climate program, PPD 150 diversity of programs and students, (putting together COVID procedures for field production)

WAOE – leaving WEEK, moving facilities north. Need to maintain a presence in Central Illinois and possibly renting tower space to do so.

Andrew commented on the *Preserving Illinois Prairies* program.

Any other comments, hearing none Chairman Rand proceeded with agenda.

No reports from Friends groups.

Andrew Rand thanked Linda Huddle for her length of service, community-driven fundraisers also for her voice in Knox County. Also thanked Jerry Herbstreith in the Pekin area.

Thank you to Marcus Fair for serving.

Thank you to the board members for the time and treasure. Become members if you are not and select a level your comfortable with.

Thank you to Polly Barton for the extra contributions through underwriting and other various endeavors.

Thank you to the officers and the Executive Committee. Thank you to Lesley and the WTVP team.

Chairman Rand asked for members to remain safe and healthy.

Andrew Rand asked for Other Business, which there was none, so Rand adjourned the meeting at 5:12 PM.

Respectfully submitted,
Lesley Matuszak, President & CEO