

## ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

### October 9, 2018 Board of Directors Meeting Minutes

Present: Vice-Chairman Stephen Morris, Maurice Bresnahan, Polly Barton, Monica Hendrickson, Jerry Herbstreith, Linda Huddle, AJ Rassi, Sally Snyder  
Staff –William Baker, Jerry Kolb, Mark Lasswell, Colleen Runkle, Julie Sanders

Absent: Andrew Rand, Kim Armstrong, Helen Barrick, Elwin Basquin, Wayne Cannon, Dr. John Day, Allen Mayer, Sid Ruckriegel, Ashley Spain

Noting the lack of a quorum and the absence of Chairman Andrew Rand, Vice-Chairman Stephen Morris called the meeting to order at 4:03 pm.

Due to a lack of a quorum, approval of meeting minutes was deferred.

Mr. Kolb presented the Financial Report. The August 2018 financials were presented and Mr. Kolb commented that August represents the first two months of the new fiscal year. The balance sheet continues to have solid cash, a growing endowment and stable net fixed assets. The debt to equity ratio remains strong. On the income statement, he commented that revenue and expenses were generally in line with the budget, but that the beginning of the fiscal year is always challenging fiscally. Net income for the two months is \$(186,514), which is a negative variance of \$1,996. Due to a lack of a quorum, approval of the financial report was deferred.

Mr. Kolb then presented a list of signatories for banking purposes as follows:

PNC signatories - President & CEO, Maurice Bresnahan; Chairman, Andrew Rand; Vice Chairman, Stephen Morris; Treasurer, Helen Barrick; Secretary, Sid Ruckriegel; At Large, AJ Rassi; Executive Producer, William Baker; Director of Development, Colleen Halberg

Schwab (Endowment) signatories - President & CEO, Maurice Bresnahan; Chairman, Andrew Rand; Vice Chairman, Stephen Morris; Treasurer, Helen Barrick; Secretary, Sid Ruckriegel; At Large, AJ Rassi

Borrowing signatories - President & CEO, Maurice Bresnahan; Chairman, Andrew Rand

There was a discussion of dual signatories on check, perhaps with a threshold amount. Due to a lack of a quorum, approval of the signatories was deferred.

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

FCC spectrum repack. Mr. Bresnahan reminded everyone of the spectrum repack dates and details, including that the transition will not occur until January 2020.

Fiscal Year 2019 Goals & Strategies. The Labor, HHS and Education and Related Agencies Appropriations Bill officially passed. It includes \$445 million in funding for the Corporation for Public Broadcasting (CPB), which continues in line with recent funding. As CPB is forward funded, this represents funding for

FY 2021. Also included in the bill is \$20 million for the sIX interconnection service discussed at the last meeting and \$27.7 million for Ready to Learn, a joint effort of the Department of Education, CPB and PBS to prepare pre-school children for the formal education process.

Mr. Bresnahan discussed state funding of public media, which varies widely across the country. He noted that for the most recent year reported, Illinois funding was \$1.5 million, compared with \$3.5 million for Indiana, \$6.3 million in Wisconsin, \$7.6 million in Iowa and \$18.9 million in Kentucky. He also reviewed the station's funding from the Illinois Arts Council, which had steadily declined from over \$300K in 2004 to no funding in 2016 and 2017, while the state had no budget. Funding returned in 2018 to \$93K.

Mr. Bresnahan commented on all the ongoing efforts by staff, which they will be reporting on.

Mr. Herbstreith gave a report of the Pekin Friends of 47 group. He stated that the friends group recently met and that planning is already underway for the next Bowl-a-thon.

Mrs. Huddle reported that the Galesburg Friends of 47 had not met since her last report, but that they looked forward to continuing to support the station and its activities.

Development Director Colleen Runkle gave her development report. She talked about WTVP Travels and how it provides a source of revenue for the station in addition to creating a loyal group of travelers. The most recent trip, just completed, was to Sicily and Malta. An additional screening of *The Wreck of the Columbia* was held August 22<sup>nd</sup> at Kuchie's on the Water, which is at the site of the Columbia's sinking. There was a large crowd in attendance. A taping on September 10<sup>th</sup> of *Consider This* celebrating renowned sculptor Bruce White attracted a group, including local arts supporters. She reviewed the events planned for later in the week with Lebanese cook Julie Taboulie, including a *Consider This* donor event, a fundraiser dinner and a wine tasting. She reminded everyone that the annual volunteer recognition dinner was planned for October 29<sup>th</sup>. She spoke about the current estate planning campaign, which has created a good response, including two people requesting information on how to include the station in their estate plans. She also announced that a *Sound Bites* taping is planned for November 8<sup>th</sup>. This will be a joint donor event with the Peoria Symphony Orchestra.

Executive Producer William Baker reported on the recent production efforts. *At Issue* continues weekly episodes, with topics including high speed rail, research at the Peoria agriculture research lab and the challenge of municipal pension costs. Season three of *State & Water* had three tapings during the period with episodes in various stages of production. Mr. Baker then shared a clip from the member only *State & Water* episode featuring the band Upstate. He then discussed the new pair of documentaries on the state of the Illinois River. He shared a clip from one of the episodes that focuses on the challenges of siltation.

Content & Marketing Director Julie Sanders updated the board on the station's education outreach efforts, including several back to school nights, planned videos about child development working with Success by 6 and participation in the Alignment Peoria initiative, which will bring every first grader in Peoria Public Schools through the station. She reported social media metrics, noting that the station recently surpassed 3,000 likes, a 74% increase over the last 24 months. Worldwide Day of Play was a

huge success, with Daniel Tiger interacting with hundreds of children. While he was in town, Daniel Tiger made an appearance at Crittenton Center. A screening of the new river documentaries is planned for October 22<sup>nd</sup> at the Peoria Riverfront Museum. A screening of the movie Won't You Be My Neighbor at the Peoria Riverfront Museum on November 11<sup>th</sup> will kick off a sweater drive. A preview screening of A Golden Cross to Bear, a World War One story produced by Kane Farabaugh, will be held on November 2<sup>nd</sup>. This series has been nominated for five regional Emmy awards.

Mr. Morris asked if there was anything else for discussion. A question was asked about WCBU. Mr. Bresnahan stated a proposal had been sent to Bradley University and that we are awaiting a response.

The meeting was adjourned at 4:51 P.M.

Respectfully submitted,

Maurice Bresnahan

President & CEO