

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

**Board of Directors Meeting
Tuesday, December 13, 2022
Minutes**

Present: Lesley Matuszak, Chairman Andrew Rand, Jerry Herbstreith, Andy Chambers, Dr. John Day, Sally Snyder, Alex Crowley
Phone/WebEx: Polly Barton, Amanda Campbell, Wayne Cannon, Dawn Dinh, Stephen Morris, Sid Ruckriegel, Stephen Shipley, Ashley Spain, NETA- Tamra Swiderski
Staff: William Baker, Luann Claudin, Mark Laswell
Guest: Todd Pilon
Absent: Jessica Ford, Angela Moriarity, Monica Hendrickson, Kim Armstrong, Helen Barrick

Chairman Andrew Rand called the meeting to order at 4:01 PM.

Chairman Rand asked for a motion to approve all the minutes. Sally Snyder made a motion, which was seconded by Dr. John Day. Chairman Rand asked for any additions or corrections. Correction to the October 11, 2022 minutes, as the total expenses net loss amount should be \$545 thousand, not a million. With one correction made, the motion passed unanimously.

The financial report was next on the agenda.

For the month ending October 31, 2022

Profit & Loss Statement

Net operating gain or loss: Net loss including depreciation YTD through October 2022 is \$125.6K.

Total Revenue: Total revenue YTD through October 2022 is \$1.39M, \$440.9K ahead of budget due to Membership, Underwriting, Major Giving and Magazine revenues.

Total Expenses: Total expense before depreciation YTD through October 2022 is \$1.43M, \$47.1K more than budgeted primarily due to professional services, printing, special events and operations.

Balance Sheet

Currents Assets at October YTD were \$3.86M vs. \$5.48M due to decreased Cash related to current and long- term debt payments and operational costs.

Net Property and Equipment are at \$5.4M, \$259K above prior year.

Current Liabilities are at \$1.5K, \$31.5k lower than the prior year.

Long Term Liabilities have decreased due to the pay down on long term debt and forgiveness of PPP Loan.

Net Assets/Fund Balance are less than the prior year by \$604K, which continues to be due to the stimulus funds being utilized in operations and fixed assets.

Cash Flow

For the fiscal year to date period ending October 31, 2022, the station decreased its cash position by \$254.5K.

Cash Flows from Operating Activities The station decreased cash by \$217K in operating activities.

Cash Flows from Investing Activities The station decreased cash by \$23K in investing activities comprised of equipment purchases.

Cash Flows from Financing Activities The station spent \$88K for payments on existing debt payables.

Tamra asked for any questions. Note from Helen, several financial adjustments and statements are correct based on the final audit for FY22.

Chairman Rand thanked Tamra for her work on the financial statements in working through the reframing of the 2022 audit.

Jerry Herbstreith motioned to approve the financials, with Dr. Day seconding the motion. All board members were in favor, and none opposed. The motion was passed unanimously.

Chairman's Report – Parking Lot Sale

What to do with scrap property behind the fenced property of WTVP? The city of Peoria wants to purchase it for \$80K. Executive Committee discussed this proposal with Sid Ruckriegel abstaining from the conversation due to his position on the council. Question on expanding, what to do for additional parking. Extra parking in the lot by ELM of 60 spaces. Sid Ruckriegel is abstaining from the vote. Easement question from Alex Crowley. Stephen Morris is abstaining also because of his role with the city. The sale was voted on and passed.

Chairman Rand asked for the President's Report, presented by Lesley Matuszak, CEO.

WTVP Travels – Portugal in 2024. Whistling Straits in Wisconsin will include a Country Club of Peoria golf person and some things for non-golfers.

Large fundraising event is coming in June. Details to come soon.

State & Water audiences and tapings – two more tapings yet this year.

Luxury Collection Auction – Beth Khazzam was our hostess again this year, with the auction bringing in \$40,000.

Guide and PM – experiencing some paper shortages, but we plan to return to a higher paper quality as soon as the supply chain is back to normal.

Goodwill Industries is presenting its annual company awards and WTVP will be honored.

Boys and Girls Club – WTVP hosted their winter fundraising event. WTVP will host again next year along with the Carver Center and possibly Junior Achievement.

40 Leaders under Forty – will be November 1 at the Scottish Rite in 2023. Plans to send nominations out of the market and a new form for the judges.

Women of Influence – celebrated at the Country Club of Peoria. Next year's event is December 5.

United for Peace Searching for Solutions – simulcast with other commercial networks in January 2023. Townhall meeting on crime in the area.

Production Central – Cleaned up and moved production into engineering offices. Todd is moving to an edit suite.

Peoria Magazine has a new media kit.

Garden Party – will have two events, one in Peoria and one in Bloomington/Normal in 2023.

Amazon Smile – you can select WTVP as a recipient of a percentage of funds if you do shop Amazon.

Virtual Golf event – two days again this year for 18-hole and 9-hole event

Tee it up for Education – ICC is not participating this year due to staffing. We need a regional partner.

Giving Tuesday – increased emails and promos this year. Looking to complete a survey with CDP to help Development efforts.

Cat Foundation – 2:1 special match for Giving Tuesday through December 12 – increase emails and promotion for the overall matching program. Deadline for FY22 is coming up and we will solicit for these funds.

Passport – implementing an e-newsletter for Passport titles and which shows are available to watch and what shows are coming and which ones are leaving.

Reflect and Remember – special programs, Ken Burns Holocaust in America program to be repeated in January. Daniel Aeschleman was interviewed by Mike Bailey in September, plus Daniel is interested in putting together a special WTVP Travels trip with unique places to go. Video clip of Reflect and Remember was shown.

Environmental Reporter – The position is funded by a grant. We are looking for a candidate that knows our market and region. Continuing our environment topics in the Peoria Magazine, the PM You Gotta See This program and on WTVP.

CPB – Diversity Training is complete for WTVP staff.

Jump Simulation Center – 10th Anniversary April 27, 2023, a special project and invitation.

Holiday Party for WTVP and Peoria Magazine staff – 4 PM on December 21

Development Report – Lesley is giving report on behalf of Sid.

- Klystron emails and communication to the society on a monthly basis.

- Sustainer appreciation and promotion in February

- Member Count – Right on target with our numbers and those in the renewal cycle

- Underwriting 'Cash In' report presented – great way to promote businesses, right on track

- Membership Drive – just finished in December. Surpassed last year's revenue

- Solicitation methods – Direct mail is one of our biggest sources of revenue

- Web Donations – increasing and growing

- Annual Analysis of Membership Dollars – Over where we were last year

ROAR report – deep dive - CDP will analyze for WTVP. WTVP is doing well with revenue retention.

Any questions for Lesley? Chairman Rand asked Sid Ruckriegel for any comments. Sid thanked the staff.

Bill Baker gave the Station Report.

Bill attended IPBC meeting. Council dues went up as they hired a part-time person to work with the legislature to keep funding coming to Public Media.

Environmental content – social media and content increase. Digital series with environmental content and share the material with other stations and radio report, which will lead back to WTVP's content.

HD graphic unit for PCR is underway. HD cameras working well.

Need equipment for three full-field teams. Equipment needs to be updated as the field cameras need to be upgraded.

Environmental Documentary – Reclaiming the Mine Lands goes into edit next month.

Backyard Journey's – upcoming season and behind-the-scenes video presented.

Chairman Rand called for the report from the Pekin Friends of 47, presented by Jerry Herbstreith.

Jerry Herbstreith indicated there was no meeting in December and wished everyone a Merry Christmas and a Prosperous new year.

Chairman Rand asked for comments. Stephen Morris commented in favor of the value of Peoria Magazine, the subscription list and quality writing.

Lesley thanked Jerry and Yvonne Herbstreith for the treats they brought in for the staff.

Chairman Rand asked for Other Business, which there was none, so meeting was adjourned at 4:54 PM.