

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Board of Directors Meeting

October 13, 2020

Minutes

Present: President and CEO Lesley Matuszak, Jerry Herbstreith, Dawn Dinh, Dr. John Day, Sally Snyder, Sid Ruckriegel
Phone/WebEx: Helen Barrick, Amanda Campbell, Jessica Ford, A.J. Rassi, Ashley Spain, Andrew Chambers, Danna Luo
Staff: William Baker, Luann Claudin
Absent: Andrew Rand, Stephen Morris, Polly Barton, Monica Hendrickson, Stephen Shipley, Angela Moriarity, Wayne Cannon, Kim Armstrong

Chairman Andrew Rand asked Sid Ruckriegel to lead the IVPTC meeting today.

Sid Ruckriegel started the meeting at 4:05 PM.

A roll call was performed due to some board members attending virtually and to assure we had a quorum.

Sid Ruckriegel asked for a motion to approve the minutes from the August 11 Board of Directors meeting, the August 27 and September 24 Executive Committee meetings. Dr. John Day made a motion and it was second by Sally Snyder. With no discussion or corrections, the minutes approved unanimously.

Sid Ruckriegel asked Danna Luo from NETA to give the financial reports for July and August. On the Profit & Loss Statement, the total revenue YTD is ahead of budget due to additional FCC grants and unrealized gain from investments. Total expense before depreciation YTD is below budget. On the balance sheet, current assets are ahead this year due to increased cash and cash equivalents and recorded CSG and grant receivables. Net property and equipment are higher due to FCC Repack project additions and disposals. Current liabilities are higher due to accrued PBS dues expenses. Long term liabilities have increased due to the PP loan note payable; however, forgiveness is expected and will be applied for in Fall 2020.

Sid Ruckriegel asked for motion to approve the July and August financials. Sally Snyder made a motion with a second from Dr. Joh Day. Sid asked for any questions. Approval of the financials passed unanimously.

Danna presented the FY2021 budget. Sid asked for a motion to approve the proposed budget. The motion was made by Sally Snyder with a second by Jerry Herbstreith. Sid Ruckriegel asked for questions and with no further discussion the motion passed unanimously.

President Lesley Matuszak presented the FY2020 audit narrative with Danna Luo from NETA on the phone for questions. Clifton Larson Allen indicated WTVP has a clean audit. Overview, FY20 has new accounting procedures in place and no difficulties or disagreements encountered.

Lesley asked A.J. Rassi to comment on the audit report and procedures as a member of the Executive Committee. A.J. Rassi added this was a quiet year for the audit and a very positive report. A.J. is pleased with the revenue and expenses. Management letter clean and new revenue recognition standards. NETA helps us tremendously working with Lin McLaughlin in the business office and also working with Helen Barrick and A.J. Rassi from the Executive Committee. Lesley asked for questions. Sid Ruckriegel thanked all those involved in the audit and the CLA firm. Sid asked for a motion to approve the audit, which was made by Dr. John Day and a second by Sally Snyder. No questions were discussed. Motion passed unanimously.

No chairman's report.

Presidents' report presented by Lesley Matuszak. Lesley discussed the following:

- WTVP Caring Connection, a new way for individuals to support WTVP by helping a nonprofit of their choice and their philanthropic efforts.

- Upcoming November guide – Planned giving article, which indicates the passing of some of our loved ones.
- Business Forward – new program series hosted by Matt George, which discusses positive business opportunities and things that affect all of us.
- Data drives our decisions and that helps us determine mailings and fundraising efforts.
- Calendar Year-End Mailing – Early November with a second appeal in early December
- Holiday card the first part of December with a holiday schedule insert
- Winter Membership Drive – November 27-December 11
- More Klystron spots on air and passport spots on-air
- Endowment mailing and National Estate planning efforts plus Giving Tuesday
- Program Guide expanded to eight more pages, which is max due to weight and postage to keep it cost-effective. Benefit of membership but using it as a marketing tool to ask for new members. Ad space is maxed out at 8 pages, encouraging multi-month and yearly contracts
- Prison Learning System – request for the program guide. Detainees created and wrote a thank you note and card. Lesley will meet with several correctional facilities to promote remote learning.

As chairman of the Development Committee, Sid Ruckriegel talked about exploring development services from national firm. The Development Committee talked about losing control with members. Those relationships we have built with our members was our saving grace during the COVID pandemic. We are retaining more members, so telemarketing has less calls. Passport instantaneous gratification through our website.

Sid presented the numbers, which WTVP has experienced over a 600-member increase in the last two years. Sid thanked development for their work on the luxury collection auction. Sid discussed the 38% increase in overall fundraising due to relevant programming. The guide advertising revenue is up 70% increase and the guide now pays for itself.

Station Manager's report was presented by William Baker. Luxury Collection auction event is a new type of merchandise and the event had a consistent look throughout the guide, print and on-air. Beth Leiter Khazzam was our spokesperson. Thanks to Alex Ferrel for on-air graphics and promo spots.

Bill presented updates on remote learning. Brian Fox Ellis has program content on Remote with history content and stories along with Garry Moore. Adding a Day Camp feature, which is like video camp. Remote team calling other stations for their learning content. WSIU has a program called HQ, which is a new quiz show. Illinois Adventure segments will come to Remote. Channel 9 from St. Louis will have some content along with PBS SoCal about COVID hygiene and safety.

Capital View program, which is a program like Lawmakers is being produced by WSIU.

Submitted programs and promos for PMA awards through NETA.

Bill presented some local productions, Yvonne Greer expanding her role working with Bradley students regarding race relations, black history, American history interstitials. Garry Moore putting together some interstitials also.

Pekin Friends – Jerry Herbstreith reported on the bowl-a-thon from March and the Pekin Friends wrote a check for \$4900 plus matching gift revenue. Next bowl-a-thon is scheduled for March 6, 2020.

Sid Ruckriegel asked for any other business. Lesley reported on Nikki Romain of Art Inc. will work with WTVP on some Remote content.

Sid Ruckriegel adjourned the meeting at 5:04 p.m.

Respectfully submitted,

Lesley Matuszak
President and CEO