

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Board of Directors Meeting

February 11, 2020

Minutes

Present: Chairman Andrew Rand, Lesley Matuszak, Kim Armstrong, Helen Barrick, Polly Barton, Amanda Campbell, Dr. John Day, Jerry Herbstreith, Angela Moriarity, AJ Rassi, Sid Ruckriegel, Ashley Spain

Phone/WebEx: Wayne Cannon, Jessica Ford, Monica Hendrickson, Danna Luo-NETA

Staff: William Baker, Luann Claudin, Mark Lasswell, Lin McLaughlin, Julie Sanders

Absent: Marcus Fair, Linda Huddle, Stephen Morris, Stephen Shipley, Sally Snyder

Noting the presence of a quorum, Chairman Andrew Rand called the meeting to order at 4:10 PM.

Chairman Andrew Rand asked for phone/WebEx participants to identify themselves and asked for approval by the board to accept their participation. All board members agreed.

In the first item of business, Chairman Rand asked for approval of the minutes from the December 10 Board of Directors meeting, the December 5 Executive Committee meeting and the January 23 Executive Committee meeting. These were presented as a group. A correction to add Monica Hendrickson as an attendee to the December 10 Board Meeting needed to be updated. The motion was made to approve with the correction from Dr. John Day and a second by Amanda Campbell. All passed unanimously.

The Financial Report was discussed next. Andrew Rand thanked the Executive Committee and A.J. Rassi for their help in overseeing the transition and cleanup of accounts to the current administration and business software with NETA. Andrew Rand asked A.J. Rassi to present the budget for FY2020.

A.J. Rassi presented the FY2020 budget. Budget reflect increases to contributions and members goals. Contract services reflect termination of the WQPT revenue in March 2020. Increases in salary and benefits reflect the addition of a full-time CEO to payroll and a decrease in professional services reflect the removal of the U of I contract for previous CEO and addition of the NETA services. Higher depreciation is budgeted to reflect in-service assets related to the FCC Repack project. A.J. Rassi indicated the Executive Committee has reviewed and WTVP is off to a good start for this fiscal year and we need to deliver for the remainder of the year. They trust in Lesley to reach revenue goals.

Kim Armstrong asked about the year-to-date. Lesley responded that we are on target and about halfway to our goals. WTVP is continuing work on corporate support plus tools to help with major gifts and acquisitions are in place. A.J. Rassi discussed the way revenue comes in verses the expenses, which are on a monthly basis.

Andrew Rand with the recommendation from the Executive Committee that the FY2020 be presented for approval. The board unanimously approved. With this approval, Danna from NETA will send financials next week for December and January.

Sid Ruckriegel gave a report of the Development Committee meetings. Sid presented the current membership and Klystron income with a comparison to the previous fiscal year, which indicates a 17% increase. The overall fundraising goal has a 26% increase along with an 18% increase in underwriting and a 21% increase in accounts signed up for Passport. Sid thanked the production team for their part in creating the underwriting spots. Sid indicated the program guide is in the process of being upgraded to new paper and a new design. The golf event went well and WTVP is using best practices according to the ROAR report produced by CDP. Andrew Rand asked Sid to identify those on the Development Committee, which consists of Polly Barton, Ashley Spain and Sally Snyder.

President's Report: Lesley Matuszak presented the following to the board:

- ROAR Report, which indicates our strengths and weaknesses
- Google Analytics, which shows our demographics and pages visited
- Facebook posts have increased with promotion for programs and activities
- Weekly Insider email news – open rate is 28%
- Repack crew here – thanks to Jim Jordan for pushing up the schedule
- Increase WTVP's presence through partnerships with Peoria Park District and the Children's museum
- Working with CVB and EDC to update/revamp the Illinois Adventure series with a restaurant component

to promote tourism

- Exploring podcasts – specifically Molly of Denali, one of our children's programs

- Working with high school student innovators with sessions in our studio

- VOTE 2020 program – Peoria Public Library

- Bradley students survey for members

- Reading stories for children and recording them, so children have someone reading a story (program through Sheriff Asbell for prisoners to read to their children)

- Mayor's Roast – Lesley asked board members to attend and pay tribute

 - Proceeds of the roast benefit WTVP's Children's Charities Initiative

 - "Video/Photo Day" with inter-city kids to receive a photo/video to have at home

 - Fundraising event on September 11 to celebrate the "Year of the Guitar" – band performance with Dexter O'Neill and the Funkyard

 - Tax Receipts and 1099 have been sent out

 - Installing parking lot signs for WTVP and PSO parking only alongside the building

 - WTVP evaluating security and procedures

 - Converting remaining Window 7 laptops to new systems

 - Moving auction web pages to PBS Bento in the future

 - Adding press releases to the WTVP website

Sid Ruckriegel inquired about weather complications for the tower crew. Lesley indicated bad weather or winds could delay the work.

Bill Baker reported on behalf of the station's activities including the following topics:

- Twitch exploration to develop youth connection

- WQPT contract termination, Comcast fiber termination and equipment return as of March 31

- Business Block with five programs added to complete the two-hour news and financial time of 5-7 PM each weekday.

- The Gene program, with oversight by Ken Burns, is coming April 7 and April 14

- Business interstitials with area businesses, calling them Business Chronicals – taped Lucca Grill, Childers Eatery, RC Outfitters, Lindstrom's, OSF,

 - Working on WTVP Documentaries – Peoria Parks and Illinois Prairies

 - Work for Hire – Randy Root, private doc and video plus History of McLean County

 - Auctions coming up in April

 - State & Water productions went well for Season 4. New diversity of local groups and music along with new look and Facebook LIVE posts plus two other stations are picking up the program, WILL and WQPT.

Pekin and Galesburg Area Friends: Jerry Herbstreith reported on the upcoming Pekin Friends bowl-a-thon on Saturday, March 7.

Andrew Rand asked for Other Business, which there was none, so he adjourned the meeting at 5:19 PM.

Respectfully submitted,

Lesley Matuszak, President & CEO