

# ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

## Board of Directors Meeting

February 9, 2021

### Minutes

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

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

Chairman Rand asked to begin with a roll call.

Chairman Rand asked Andy Chambers to introduce himself.

Chairman Rand asked for a motion to approve the minutes. Dr. Day made a motion, which Jerry Herbstreith seconded. Chairman Rand asked for any additions or corrections. With none being made, the motion passed unanimously.

Chairman Rand began his Chairman report. WTVP's electronics are from that digital broadcast technology genre from the day WTVP became digital and was capitalized in December 2002.

Chairman Rand presented the studio upgrade technology investment. Over the past five to six months, station leadership put together a list of several equipment pieces that need to be repaired and updated due to failure. These upgrades will replace our aging equipment. The Executive Committee's recommendation is to authorize the CEO to secure a five-year note with PNC at an investment of \$800,000.

Sid Ruckriegel explained the Development Committee feels this investment is warranted to purchase the equipment. We need to be able to operate and take steps to keep WTVP moving forward. The Development Committee feels we could possibly pay this off ahead of time with donations. Sally Snyder interjected we do need to allow the upgrades now. No one likes to borrow money, but we are encouraged to pay it off quickly. AJ Rassi conveyed the need for the equipment, which has been vetted, plus examined the length of time the equipment has lasted with repairs. AJ Rassi is in support of the investment.

Chairman Rand asked for those in favor of the recommendation as described. All board members were in favor unanimously. Station Manager, William Baker, thanked the board for their support of the equipment upgrades.

President and CEO Lesley Matuszak presented the President's report. Lesley reported on what WTVP does to serve the community and the footprint we leave in our community. Lesley discussed the following with the board

- Frontline program in February – WTVP created special spots around the Frontline program

- WTVP Common Carriage Guidelines

- NETA Public Media Awards Finalists – two finalists in four categories

- Community Broadcast Advisory Committee – FCC requires WTVP to have an advisory committee representing all of Central Illinois

- Marketing – Business groups, Chambers, website pop-ups, digital niches, choices people have, news updates

- QR/Smart Codes in program guides – quality, in-depth issues and information – begins in April

  - A way to provide more content information without adding pages

- Virtual Events – (and when covid safe, in the studio)

- Passport and Digital Footprint – increase promotion and awareness

Leadership Series was taped in January  
WTVP Viewer's Choice – vote on your program  
Peoria Public Schools partnership – need an underwriter  
Collaborations with the PSO  
Caring Connections – individuals/businesses can support WTVP and another organization at the same time  
WTVP 50 years – content to leverage and learn  
Peoria African American Hall of Fame – airs on World in March  
Work for Hire - State of the City Address – You are our best advocate  
New Regional Shows – Scholastic Hi-Q, BU News, Capitol View  
Salute to the Development Committee – Ashley, Polly, Sally and Sid, our chair – Lesley thanked them for their direction and leadership along with the entire board. We appreciate your accomplishments. On behalf of the station, thank you all and the Development Team.

Sid Ruckriegel presented the Development Committee report. Sid Ruckriegel acknowledged how much WTVP has been able to achieve.

Virtual Golf this past Friday. Sid thanked Angie for her leadership.

Smart Codes are coming back and a great connection point. Expand and learn more with our program guide.

Development staff is amazing and keeps producing over and over.

Sid presented the membership and klystron count and explained the trends in numbers.

Klystron and Corporate Council are experiencing a decrease, but plans are being put in place to build these groups.

Underwriting figures were presented. Guide advertising capped due to the number of pages in guide.

Passport numbers are still increasing.

Sid Ruckriegel feels WTVP will communicate the importance of the studio upgrades in pursuit of funding with potential donors.

Lesley Matuszak added pledge texting was enabled during the March Membership drive and the IAC grant is being completed. Auction virtual with on-air in late April. Quilt auction in 2022. March pledge will have the return of Downton Abbey to the pledge drive.

Bill Baker gave the Station report.

WTVPeople on the road to Bloomington/Normal and Galesburg next to record spots.

Production to create a development video to take on calls for proposals.

Remote programming is working with other stations on content.

Sara Horn seeking partnerships with ROE

PPS – Black History curriculum working with 365 and students with emphasis on local history

Alex is working with engineering to learn transmitter maintenance and readings

Coping with Climate Change: An Illinois Perspective

Mayoral Debate after the February 23 primary on Thursday, February 25, a one hour live special

League of Women Voters helping with timings and candidates with one handler per candidate

McLean County History Documentary – talk about various historical sites, which can lead to additional programs.

Annie Malone – Peoria's First Black Female Millionaire from Metroplish to Peoria to St. Louis

Peoria Historical Society – first digital series on social media "What is it?" and how is it used. Curator to explain what it really is.

Britcoms – new series started in February – Mr. Winner, six episodes and Mum, begins later this spring

All Creatures Great and Small, The Black Church, Hemmingway by Ken Burns, all new programs

Jerry Herbstreith presented the Pekin Friends of 47 report. The annual bowlathon is postponed for the spring and will occur on Saturday, July 31, at Sunset Lanes in Pekin.

Chairman Rand asked for comments from the board members. Wayne Cannon acknowledged the excellent programming on WTVP, including the programs throughout February during Black History Month.

The financial report was next on the agenda. AJ Rassi, along with Helen Barrick, presented the December financials with the first six months of the fiscal year complete. The balance sheet summary activities show a healthy and more vital balance sheet. Compared to December 2019, WTVP has a \$660.9K increase in cash due to PPP loan, CPB stability fund, and higher than expected FY21 CPB grant revenue. Forgiveness of the \$221.7K in PPP loan was received on 11/26/2020. AJ Rassi presented the summary of activities on the income statement. COVID support measures more than offsetting gaps. The FY21 CPB grant received is \$99.4 higher than budgeted. The PPP loan forgiveness of \$223.1K was received (principal and accrued interest).

AJ Rassi indicated WTVP is on a solid financial footing even with challenges due to the pandemic. In the past year, WTVP Team has increased our revenues year over year. Increased funds in comparison to budget. The PPP and stability fund, along with fundraising and strong investments, keep WTVP delivering a positive fiscal year outcome. AJ Rassi discussed the importance of NETA finances and station oversights. Membership is the most substantial element in the midst of this last year. WTVP is performing well or better than other stations. Underwriting and higher grants are the areas that can be hit hard in these uncertain times. To all the WTVP team members, thank you.

Chairman Rand asked about another round of PPP loans. Does it apply? AJ Rassi indicated yes and feels we are eligible to apply and WTVP fits in the guidelines. WTVP is presenting a conservative approach. The business office and NETA are working well together.

Chairman Rand asked for a motion on the financials. Sid Ruckriegel made a motion that was seconded by Dr. John Day. Lesley Matuszak commented on working with AJ, Helen, and the Executive Committee to keep us in check and moving forward to achieve a \$4 million revenue for this fiscal year. The financials were passed unanimously.

Chairman Rand asked for Other Business. Being none, Chairman Rand adjourned the meeting at 5:12 PM.

Respectfully submitted,  
Lesley Matuszak, President & CEO