

**ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION**

**Executive Committee Special Session Meeting**

**November 9, 2021 – 4:00 PM**

**Minutes**

Present: Lesley Matuszak, Andrew Rand and Sid Ruckriegel

Phone/WebEx: Helen Barrick and Lin McLaughlin

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

The request for purchase of Peoria Magazine coincides with the co-founder and publisher of *Peoria Magazine* Jan Wright's retirement which will occur at the end of the year. The publication of *Peoria Magazine* in its current form will end with the December 2021. This acquisition will officially take place on or before January 1, 2022 if approved by the Executive Committee. Acquisition before December 15, 2021 is preferred.

What is the goal of this acquisition? The mission of WTVP is to enrich our community in engaging and relevant ways using public media and outreach efforts. This strategic acquisition is an excellent fit with our mission. The goal is to continue the magazine's legacy of service by migrating its trusted media assets and goodwill to WTVP's digital platforms using fresh approaches to audience engagement. Our community not only has come to expect but deserves that this legacy continues with a trusted partner.

Strategic goals include membership growth; revenue growth; the ability to reach a younger and more diverse audience; the continuation of our station's drive for content that better serves the needs of our community; further our education outreach and community engagement; and increase involvement and visibility in the community. Peoria Magazine events in the acquisition include:

**May:** Community Impact Guide - A guide to nonprofits making a difference in the region.

**July:** Local Legends - Showcasing community leaders who have made a lifetime of impact.

**November:** 40 Leaders Under Forty - Highlighting the leaders of tomorrow in Greater Peoria.

**December:** Women of Influence - The region's influential women who create local change.

The 2022 Editorial Focus Calendar by month:

**JANUARY:** Health & Wellness

**JULY:** Local Legends

**FEBRUARY:** Innovation

**AUGUST:** Education

**MARCH:** Workplace

**SEPTEMBER:** Small Business

**APRIL:** Agriculture

**OCTOBER:** Food/Culinary Arts

**MAY:** Nonprofits

**NOVEMBER:** Leadership

**JUNE:** History

**DECEMBER:** Women of Influence

The Executive Committee approved the transaction. Discussed were not only how the acquisition fits with in our overall strategic needs, but also the details of the acquisition.

Motion for approval was made by Sid Ruckriegel and seconded by Helen Barrick. All present approved, motion carried. Stephen Morris was absent from this vote.

Respectfully Submitted by Lin McLaughlin, Director of Finance and Human Resources