

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION
Executive Committee Meeting
December 3, 2020 – 7:30 AM
Minutes

Present: Lesley Matuszak

Phone/WebEx: Chairman Andrew Rand, Sid Ruckriegel, A. J. Rassi, Danna Luo-NETA, Helen Barrick

Absent: Stephen Morris

Chairman Andrew Rand called the meeting to order at 7:35 AM.

Chairman Rand asked for a motion to approve the October 22 minutes. Sid Ruckriegel made a motion with a second by A.J Rassi. Approved with corrections. Chairman Rand asked for any questions or discussion. Minutes were approved unanimously.

Danna Luo from NETA presented September Financials.

Danna discussed the Profit & Loss Statement for the first months of FY2021. The current assets are ahead this year on the Balance Sheet.

The CSG grant is expected in the next few weeks. Difference from the current year to the previous year is the way CSG is recorded on an accrual basis. The PPP loan will be changes from a liability to a grant upon forgiveness of the loan. Lesley added we have received the loan forgiveness on December 1.

Chairman Rand thanked Danna for including the cash flow statement with the financial reports.

Motion to approve the financials was made by Sid Ruckriegel and seconded by Lesley Matuszak. Motion passed unanimously.

Lesley thanked Danna to her report and daily work on the financials.

Lesley Matuszak presented the President's Report.

WTVP, the Production Team and Julie Sanders submitted the PMA submissions and WTVP has two finalists' entries, "Better Together" promotional spots for Easter Seals including PBS Learning Media in the interstitial category. In the COVID response and community engagement category, WTVP has our multiple on-air initiatives including Staying Healthy spots.

Lesley presented the OSF work-for-hire promotional spots. Lesley wants to expand this concept with other organizations and institutions, especially in the mental health area. Chairman Rand asked about including diversity in the OSF spots and suggested we discuss this opportunity with them.

Lesley showed the Peoria Magazine December ad. She would like to continue the cross promotion with other media outlets. Lesley talked about the December program guide, the wrap-around with a call to action, and the holiday card with holiday program listing insert. Lesley discussed how we can use the extra guides for membership promotion and asks. Lesley presented the partnership with PRM and WTVP's quilt virtual auction. Additionally, we reached out to Ken Burns to help with some promotions. We are considering a sports auction late spring/early summer as well.

The virtual golf outing is happening at Quail Meadows in early February followed by the Pekin Friends of 47 bowl-a-thon on March 6.

Lesley discussed the upcoming programming on WTVP. Individuals want to support the programs, that is why they give.

Chairman Rand complimented Lesley on her report and progress.

Lesley gave an update on the studio upgrade project. The Gilmore Foundation contribution has arrived. We are waiting on some quotes and pricing for the equipment.

Lesley commented on the Development Team and ladies on the front line...Kathy Morgan, Kathy Withers, and the two new part-time employees. WTVP is building a great team.

Sid Ruckriegel presented the Development Committee Report.

Sid commented on the WTVP staff and team. We are a great partner in the community before and we are continuing to grow that relationship, especially in the last year and a half.

Sid presented the membership dollars. Sid has discussed the decline of Klystron monies with Lesley. Overall Development is 22% increase over last year. Sid presented the Corporate Support contracts with underwriting and guide advertising. New members with Passport have a 3% increase from the previous year.

Sid talked about the imagery and the national programming is trending toward combining the traditional aspects with contemporary to attract new audiences and maintain our regular viewers and members.

Lesley presented the Caring Connection project and discussed how individuals can give a contribution with promotional spots going to a charity, cause, or organization they want to support. Chairman Rand indicated this concept leverages available dollars to support two organizations rather than one. Sid Ruckriegel added this a great partnership and supports our community.

Chairman Rand thanked Sid for his efforts along with the Development Committee. Chairman Rand discussed the work of the Development committee and suggested some recognition in the future.

Lesley talked about taking part in existing community events to cross promote WTVP i.e., speakers from PBS contacts to create programs and then market to higher education resources...good for the community and for WTVP.

There was no other business for discussion.

Chairman Rand indicated since the committee was virtual, we would not be going into Executive Session today. A separate meeting will take place next week, COVID restrictions in place.

Chairman Rand thanked everyone for their time and adjourned the meeting at 8:40 AM.

Respectfully submitted,
Lesley Matuszak, President & CEO