

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Executive Committee Meeting

March 25, 2021 – 7:30 AM

Minutes

Present: Lesley Matuszak

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

Absent: Helen Barrick

Chairman Andrew Rand asked Stephen Morris to chair the meeting and Stephen Morris called the meeting to order at 7:32 AM.

Stephen Morris asked for a motion to approve the February 25 minutes. Chairman Andrew Rand made a motion with a second by A.J. Rassi. Stephen Morris asked for any questions or discussion. Minutes were approved unanimously.

Stephen Morris asked Danna Luo from NETA to presented the February Financials.

On the profit and loss statement, the net gain, including depreciation YTD through February 2021, is \$512.9K. Total revenue YTD through February 2021 is \$2,995.0K, \$538K ahead of budget. In December, the PPP loan of \$223.1K was forgiven, and CPB awarded an additional \$99.4K in CSG grant. In addition, the YTD unrealized gain is \$255.6K. Total expenses before depreciation YTD through February 2021 are \$2,263.5K, which aligns with the budget.

The balance sheet current assets are ahead this year, \$4.5M vs. \$2.7M due to increased cash and cash equivalents and recorded CSG and grant receivable. In February, the station received \$800K cash from new borrowings. Net property and equipment are at \$5,115.8K, comparable to the prior year as assets from the Repack project were put in service in January 2020. Current liabilities are at \$646.7K. The current liabilities are comparable between February 2021 and February 2020. The long-term liabilities have increased due to new equipment notes payable received in February. Net assets have increased by \$900.2K compared to YTD last February.

On the cash flow statement, for the eight months ended February 28, 2020, the station decreased its cash position by \$693.7K. On the Cash Flow from Operating Activities, the station spent \$5.2K in operating activities. On the Cash Flow from Investing Activities, the station spent \$36.1K in investing activities comprised mainly of fixed assets purchases. The station invested in a new compressor with a useful life of 15-20 years. On the Cash Flow from Financing Activities, the station gained \$734.9K due to proceeds from a new equipment note payable.

Chairman Andrew Rand thanked Danna for her time.

Stephen Morris asked for a motion to approve the financials. A motion was made by Chairman Andrew Rand and seconded by Sid Ruckriegel. Motion passed unanimously.

Lesley Matuszak presented an item for discussion, which stemmed from an email between Lesley and A.J. Rassi. Because we have a cash flow for our normal operations, should we start paying down the loan on a short-term note? Then renew the balance of the short-term and long-term note next year at a favorable rate? A.J. Rassi confirmed this as a possibility. Andrew Rand indicated he would need to further look into the cash flow and the working capital to make sure we have enough funds on hand to withstand a two to three-month sustainability without any income and liquidity. Stephen Morris indicated less debt is always a good position to be in. Chairman Andrew Rand discussed the timeline of ordering the studio/station

upgrade equipment, which Lesley indicated will most likely be ordered and paid for by the end of the current fiscal year. Lesley summarized we would wait for further decision

Stephen Morris asked Lesley to present the President's Report.

Lesley discussed the situation of the moving of the United States Post Office and the replacement of the building with a taller building. This is problematic to the microwave link from our facility to our tower in East Peoria. This decision affects WTVP directly because of this potential project. We would need to discuss our options on how to connect to the tower in East Peoria. Chairman Andrew Rand discussed some options and solutions, but costly. Sid Ruckriegel commented on the project and timeline.

Lesley presented the President Report.

- Klystron numbers, 28 renewed at a lower rate and 12 suspended accounts

- Passport towns and breakdown of numbers

- Underwriting – 19 new sponsors, 25 renewed, 15 potentials. Using digital presentations put together by Mark Lasswell

- On-Air Fundraising – March pledge drive over \$50,000 plus TOOPs in January/February

- Member Counts with Ameren coming in as a corporate council member

- New Member breakdown with their average gift

- Solicitation methods – where the monies come from

- Write off accounts – top reasons why people are leaving

- Quarterly analysis – now comparing quarterly income to the previous year

- Matching Gifts – Double your Donation will send automatic reminders

- Development Activities

  - Klystron Society – Celtic Woman virtual visit along with CW ticket holders

    - Exclusive Parking and viewing of July 4 fireworks

    - Special studio reception – Dexter O'Neal on September 11

    - Klystron stationery – new look, sealing wax and stickers

  - Auction – on-air and online

  - Raffle ticket sales

  - Pekin Friends Bowlathon event – July 31

  - Roundo – June 5, sponsors to date: Wheels 'O Time and Kauth & Mayeur

    - Will expand in future years to Bloomington/Normal and additional towns

  - New Golf Event – July 30 with ICC and Peoria Promise (BMW style)

    - Next year at Bloomington Country Club and Princeton

  - Music Event in our studio

- Production Updates

  - More docs and production: Combined sewage overflow, Henri de Tonti, UICOMP and PRM

  - In production: Randy Root, Annie Malone, Sound Bites, At Issue, Business Forward, WTVPeople,

50<sup>th</sup> Anniversary spots

  - Post Production: more Sound Bites, State & Water, PSO concert

Upcoming productions: Better Together, State of the Schools, Good to Know interstitials, New presentation spots, Leadership series, IL Adventure now, Backyard Journeys....

  - Station upgrades are underway on ordering and installations

  - Local production and DVD releases guidelines

  - New hire production and summer intern

  - Consider This is needing a new host. Yvonne Greer is retiring from WTVP's production.

Illinois Lawmakers – air in May

West by Orphan Train – on-air and a studio event

Market to Market – Ag is a leading business

Rob Sharkey, rural farm production expert, podcast, farm guru from Bradford, IL, and Nashville. The new local Ag program begins this summer – Rob interviews, researches, and hosts the show.

Station updates – parking lot repairs. Lesley asked for Sid's help with City Hall to get this fixed.

CBAC committee revamp and plan

AT & T/Direct TV potential new rental income

Lesley presented Sid Ruckriegel's Development Committee Report.

Klystron – we still have less revenue than last year, but showing increases

Total fundraising – 11% increase over last year

Underwriting – work for hire, not in this category

Guide Advertising is up

Passport – new accounts still at an increase over last year

Stephen Morris thanked Lesley and indicated a lot is going on at WTVP.

Under Other Business, Chairman Rand asked about applying for our own public radio. Bradley won't relinquish their license. Chairman Andrew Rand would like our own community licensee. What is the application process for a community-based public radio? Our community lost this asset. Lesley indicated the past employees of public radio would embrace this concept. News makes you relevant.

Stephen Morris thanked everyone for their time and adjourned the meeting at 8:48 AM.

Respectfully submitted,

Lesley Matuszak, President & CEO