

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Executive Committee Meeting

April 23, 2020 – 7:30 AM

Minutes

Present: Lesley Matuszak

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

Staff: Luann Claudin

Chairman Andrew Rand called the meeting to order at 7:31 AM.

A motion was made by Stephen Morris to accept the minutes from the March 26, 2020, Executive Committee meeting. A.J. Rassi seconded the motion. The motion passed unanimously.

Chairman Rand welcomed Danna Luo from NETA to the meeting. Danna reported on the financials. Danna presented the Profit and Loss statement for March. The Backlund grant impacts the revenue, and the recorded endowment unrealized income loss along with the FCC repack expenses. Building expenses are higher than budgeted due to the fact the front of the building was painted this year. Also, the Allegiance software expense was allocated as a one-time expense, which Danna will change to an accrual/monthly basis.

Lesley Matuszak reported fundraising income has a 15% increase for April so far, and underwriting contracts are up by 22%.

A motion to accept the financials, as reported, was made by Sid Ruckriegel with a second by Stephen Morris. The motion passed unanimously.

Sid Ruckriegel, Development Committee chairman, presented the Development Committee report. Sid reported Development income is looking good for the long term. Lesley, Luann, and Sid were part of a conference call with CDP to discuss development services and the ROAR report. Sid recommended we keep Development services in house and keep participating with CDP and the ROAR report. Lesley indicated the results of the last ROAR report was to drive members and viewers to the website. The report showed a 54% increase in passport compared to the previous year. WTVP received the CARES grant.

Sid discussed the Auction revenue budgeted for this month. The virtual online auction is a mild substitute for income, donors, and volunteers. The June time frame for the on-air auction is in question due to the number of people and the proximity of volunteers to one another. The on-air Auction tradition needs to continue and keep going. Lesley reported the virtual online auction revenue. Sid suggested looking to underwriting to help replace revenue loss from the auction.

Lesley gave a President's report including the following topics:

- WTVP presented a proposal to the Gilmore Foundation
- Marcus Fair is moving and is resigning from the Board of Directors. A name was suggested as to his replacement along with other names for new potential members for the board. Chairman Rand indicated he would be working with the Nominating Committee for new board members.
- Lesley presented the updated Endowment Policy. The policy was reviewed with NETA and A.J. Rassi. Chairman Rand indicated the policy needs to be reviewed by an investment advisor. Sid Ruckriegel suggested asking PNC to review.
- Lesley presented the updated employee handbook and whistleblower policy. Executive Committee members need to review and discuss at the May Executive Committee meeting.
- Lesley discussed the status of our relationships with WQPT and WILL.
- Working on the investment firm review with A.J. Rassi
- The monthly program guide has a new look, format, and additional pages. Are there places to put the guide for revenue? A question for the Development Committee.
- To promote visibility and partnerships with the non-profit sector, WTVP is putting together a non-profit organization package.
- Working on interstitials for COVID and Post-COVID spots
- Work-for-hire has stopped for now due to COVID but will resume as soon as COVID is over.
- PSO lease is due for review and updates for presentation to the PSO Executive Director.
- Memorial Day programming – Local presence Lesley is working with Sid Ruckriegel on content.
- Lesley presented the current Google analytics – web and Facebook percentages are up
- Continuing partnerships with area media partners
- Converting Windows 7 to Windows 10 to stay current with software technology
- Moving auction web pages to the PBS Bento site
- Future project is converting the auction database to a new platform
- Acquiring equipment through PBS for YouTube channel streaming

Chairman Rand asked for questions from the Executive Committee members. Andrew commented on the newspaper ads in the Peoria Journal Star and the flexicoder benefits of having a channel with content available for school districts, including private schools. Andrew thanked the WTVP staff members for continuing work during COVID-19. Lesley commented that staff is social distancing and maintaining safe practices at work.

No discussion under Other Business. Andrew Rand adjourned the meeting at 8:28 AM.

Respectfully submitted,

Lesley Matuszak
President & CEO