

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Executive Committee Meeting

May 28, 2020 – 7:30 AM

Minutes

Present: Lesley Matuszak

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

Absent: Helen Barrick

Staff: Luann Claudin

Chairman Andrew Rand called the meeting to order at 7:30 AM.

Andrew Rand asked Vice Chairman Stephen Morris to lead the meeting.

Stephen Morris asked for a motion to approve the minutes from April 23, 2020, Executive Committee. A motion was made by Andrew Rand to accept the minutes as written. A.J. Rassi seconded the motion. The motion passed unanimously.

Stephen Morris asked Danna Luo from NETA to present the financials. Danna reported on the financials. Danna presented the Profit and Loss statement for April. The report reflects the travel reimbursements for the canceled New York City trip. Revenue is ahead of our budget due to the CSG stabilization grant. The expenses variance is due to the FCC repack reimbursement schedule and for building maintenance. A.J. Rassi questioned the reduced amount in Caterpillar's matching gift payment. This is due to fewer members submitting their requests for matching gifts. Caterpillar offered a COVID-19 double matching program in March, which some of the WTVP members participated in and will be dispersed by Caterpillar during the next fiscal year.

Danna continued by reporting on the balance sheet. Current Assets are ahead this year due to cash and cash equivalents and account receivables pending FYE review. Net property and equipment are higher due mainly to the FCC repack project. Current liabilities are higher due to the PPP loan, which is expected to be forgiven, pending an eight-week application and approval.

Danna reported the bills are being paid faster to avoid late fees, and deferred revenue is cleaned up, audit to begin in August by Clifton Larson Allen with the audit to be finalized by mid-September and financials are trending nicely with the budget.

A motion was made by A.J. Rassi to approve the financials with a second by Sid Ruckriegel. Motion passed unanimously

Stephen Morris asked Lesley about the budget draft. Andrew Rand suggested a meeting with Lesley to discuss the budget and match to FY21 business plan.

Stephen Morris asked Lesley to present the Personnel Handbook and the Endowment Policy

Lesley indicated the handbook and whistleblower documents were separated per the committee instructions. The attorney office reviewed both policies. A.J. Rassi discussed the updated pay period to every two weeks, employee reviews, and the section on marijuana use. The committee suggested the document be updated from “in-system” to “impaired by.” Andrew Rand discussed marijuana use in detail and random drug testing. Lesley indicated that marijuana usage policy be treated like the alcohol usage policy.

Lesley presented the updated Endowment Fund policy. An investment group reviewed the updated policy. When and if a decision is made to move to another investment firm, a review needs to happen by the new firm. The Executive Committee discussed the policy further and recognized the strategy is similar to the previous one in place and to other organizations.

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

- Thank you to Sid for arranging the content for the Memorial Day local program, which we will plan in early April next year. Look at another documentary on veterans/military. Sid thanked the staff for the excellent teamwork on this year’s program
- Work for hire is still delayed due to COVID
- Recent rainstorm washed out the back parking lot due to street water run-off. It will require a new parking lot. Looking at insurance money and inquiring with city works. Sid offered his help with the city.
- WTVP will share some of our local content due to COVID with CPB and PBS
- Our program guide is continuing with improvements, pages, and design
- World and CREATE channel will be split into two separate channels on July 1, followed by the Remote Learning channel in late summer. Thanks to the special gift to purchase the encoder.
- WTVP will need to fill an educational position this fall, due to Mary’s departure. Looking for special funding for the position as well as materials and content for the channel
- After speaking with Caterpillar, we are looking for more business programs and content
- Development funds are steady. Here are some projects to support fundraising efforts:
 - Some of the extra pages in the guide will be used for advertisements
 - Outlining benefits for major gifts
 - Creating materials for all Development to use for promotion and mailing
 - Birthday celebrations
 - Graduation spots are airing
 - Billboard package this fall, electronic billboards for Remote are on right now
 - Fiscal Year-End mailings are out
 - June Membership Drive is underway with August Drive plans to start in June
 - Klystron reception this fall
 - Plans to have the front receptionist staffed by late June
 - Mayor’s Roast currently scheduled for September 30
 - Music fundraiser on hold for September
- Technology updates
 - FaceBook live increase
 - Spots are being put website along with WTVPeople spots and news releases
 - Grammarly software in place with Michele Lehman proofing letters, materials, guide
 - Working on PBS streaming
 - Checking into door access system and security cameras
 - Retire Illinois Adventure website
 - Auction database needs updating
 - Aging phone system
 - Need to upgrade Conference room computer and television

- Reviewing building safety and COVID procedures
- A router is needed approx.. \$200K
- Verbal confirmation on \$350,00 gift for HD cameras and studio upgrade plus building upgrades
- Still in contact with Gilmore Foundation, put on hold due to COVID. Decision coming in early July.
- Mayor's Roast – collected \$125K, but overall \$200K with expenses approximately \$50K

Stephen Morris commented on why and what WTVP does for our community. Arts and culture are why people move to the Peoria area.

Andrew Rand mentioned developing a three-year business plan along with a wish list. The committee needs to understand the strategy and roadmap of upgraded technology concepts and how they will bring a better return and support the plan. Lesley indicated she would forward equipment specifications for upgrades to the committee.

Sid Ruckriegel, Development Committee chairman, presented the Development Committee report. Sid commented on the real unbiased information during COVID is reflected in dollars raised. Membership and total fundraising is a 23% increase over last fiscal year. We conducted a virtual online auction but will return to the on-air auction in the next fiscal year. The new channels announced took place last week. The State Capital Grant is forthcoming with special thanks to our legislators for their support in helping to bring the grant to WTVP. Sid requested help from the committee and from the board to identify leads for production's work for hire revenue. Sid expressed that he is proud of the Development Team and the content that WTVP produced throughout the pandemic.

Stephen Morris asked for questions from the committee on Lesley's and Sid's reports. Andrew Rand asked for clarification on the amount of 'work for hire' and how much production time is available. Lesley indicated marketing and advertisement pieces are being created for the promotion of these services. More discussion needs to happen regarding program content and how HD cameras can help us with projects.

Stephen Morris asked for other business. Lesley indicated there are a few board members whose terms maybe up in June 2020. Andrew Rand suggested meeting with Lesley regarding the board members and for presentation to the nominating committee.

Next Executive Committee meeting is scheduled for Thursday, July 23, pending board approval of the FY2021 meeting schedule.

Stephen Morris thanked everyone and adjourned the meeting at 9:01 AM.

Respectfully submitted,

Lesley Matuszak
President & CEO