

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Executive Committee Meeting September 26, 2019 – 7:30 AM Minutes

Present: Andrew Rand, A.J. Rassi, Sid Ruckriegel

Call In: Helen Barrick

Absent: Stephen Morris

Staff: Lesley Matuszak, Luann Claudin

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

Minutes of the Executive Committee's August 22, 2019 regular meeting were considered. There was discussion on the depreciation notation in the minutes. A motion to accept was made by Sid Ruckriegel seconded by Helen Barrick and passed unanimously.

Andrew is working with Lesley on a new format for the Executive Committee meetings. The contract with NETA formally begins October 1. The Business office will be working with NETA to reconstruct the financial reports moving forward.

Lesley Matuszak presented a report for the Rescan Plan leading up to the repack and channel change. Lesley discussed the rebranding with the PBS logo, which will begin in November. WTVP is increasing visibility in the community while participating in some area events and partnering with organizations like Apps Co, Peoria Promise, CASA, Peoria Public Schools and Easter Seals. Lesley reported on a future partnership with the Peoria Symphony adding a special concert in Spring 2021, potentially a national production. WTVP is the recipient of an Adams Outdoor Billboard grant to create timeless billboards throughout the community. A City Block grant was submitted on WTVP's behalf for a project with early childhood children in the Peoria Public Schools to prepare them for school.

Andrew Rand and Sid Ruckriegel will introduce and involve Lesley with upcoming City of Peoria committee groups and projects such as Economic Development Council.

There was discussion to increase awareness regarding WTVP Passport and streaming opportunities especially with the upcoming Repack. Also because of the Repack, it would be good to know the percentage of members that watch on cable versus over-the-air.

Lesley reported on the Gone Country event in the studio, which took place on September 13. She indicated we had several special guests, which could lead to some future production services contract and some possible local documentaries.

Andrew Rand talked about the equipment downstairs in Master Control, the costs of replacement and how the equipment might change in the future. Lesley suggested WTVP visit other stations.

Andrew Rand discussed the process for future Development projects and events with submitting ideas, acquiring sponsorships and executing the plan. We had a brief discussion on our Friends Groups.

Lesley reported on our pricing structure with underwriting and upcoming sponsorship opportunities with specials like College Behind Bars, PBS national programs and series and WTVP's local programs and documentaries

Lesley reported on our facility improvements with painting the front windows and railings and the leaking water in the parking lot. Andrew Rand mentioned the striping of the parking spaces and returning the parking lot adjacent to WTVP to a street.

Helen Barrick reported on the financials. Helen suggested would come to WTVP to meet and offered additional help where needed. Helen Barrick indicated the chart of accounts is being updated and being sent to NETA for future reporting and account structure. Helen Barrick also suggested we present the current financials with the FY19 Audit for approval together.

A.J. Rassi discussed the financials format, the SABS survey results and how NETA could guide WTVP. Andrew Rand suggested a conference call with NETA, A.J. Rassi, Helen Barrick, and WTVP.

Other Business –

There was a discussion regarding WTVP's law firm and whether there needs to be a change. Andrew Rand indicated a request for credentials versus a proposal. Andrew Rand indicated WTVP needs to look at a new firm.

There is a need to schedule a meeting with Clifton Larson Allen with A.J. Rassi, Andrew Rand and Lesley. Possible meeting dates and times were discussed.

The October Executive Committee meeting will most likely need to be adjusted after the above-mentioned audit meeting is determined. No specific details on the reschedule date and time.

A motion to adjourn was made by Lesley, seconded by A. J. Rassi and passed unanimously.

Andrew Rand thanked everyone for their dedication and hard work.

The meeting adjourned at 8:57 AM.

Respectfully submitted,

Lesley Matuszak
President & CEO