

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Executive Committee Meeting

March 26, 2020 – 7:30 AM

Minutes

Present: Andrew Rand

Phone/WebEx: Stephen Morris, Sid Ruckriegel, Danna Luo-NETA

Absent: Helen Barrick, A. J. Rassi

Staff: Lesley Matuszak, Luann Claudin

Chairmen Andrew Rand called the meeting to order at 7:32 AM.

A motion was made by Sid Ruckriegel to accept the minutes from the February 27 Executive Committee meeting. The motion was seconded by Lesley Matuszak. Motion passed unanimously.

Danna Luo from NETA reported on the financials. Danna presented the Profit and Loss statement for the month of February. The revenue is impacted by the Repack project, FCC reimbursements and the Backlund grant. Discussion regarding annual versus monthly expenses occurred, which will level out the impact of annual expenses.

Andrew asked about the repack invoices and reimbursements. He also thanked Danna regarding the consistency of the reports.

Danna also presented the balance sheet for February. Danna discussed the fixed assets and liabilities. She is completing the tail end of the clean up process and adjustments to synch the previous QuickBooks system with NETA's accounting system. The SABS report is being completed for FY2019. PBS programming dues has been paid in full.

Lesley suggested we start working on the budget for FY21.

Andrew Rand asked for a motion on the financial report as presented by Danna. Sid Ruckriegel made the motion with a second by Stephen Morris. Motion passed unanimously.

Sid Ruckriegel, Development Committee chairman, presented the Development Committee report. There was no meeting in March. Lesley, Luann and Sid were part of a conference call with CDP to discuss development services and the ROAR report. WTVP has decided to postpone the Southeast Asia trip due to the pandemic in Asia. The New York trip deadline is extended to May 15. Several trips were discussed as possible travel options i.e. Salt Lake City, Croatia. Sid announced the changes to the April Auction with only holding a virtual online auction in April and postponed the on-air auction until later. Sid indicated that membership is on pace and Lesley reported fiscal year-end mailings will be going out in May; a general touch-point postcard to members will be sent out soon; add soft asks to appeals; the June Membership drive is May 30-June 7 with Illinois Prairies; a summer/fall Klystron reception is being planned; a special event is scheduled for September 11 with Dexter O'Neill; Underwriting is slowing down; Young Writer's and Illustrators contest is extended; and Rainbow Readers will be recorded this summer.

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

- The Repack is finished. WTVP is at full power. Bishop Jenky's blessing of the tower is on hold.
- Marcia Bolden is now at full-time.
- The WTVP Handbook is complete and the whistleblower section has been separated out to a second document. Stephen Morris asked for the handbook to be emailed to the committee for review.
- WQPT traffic and master control project wraps up on March 31.
- Work for hire production services are on hold during these times.
- Illinois Prairies documentary is getting ready to be edited.
- History of McLean County is in the research stage.
- Production is recording COVID-19 interstitials.
- WTVP needs a new sizzle reel.
- Andrew and Lesley to meet soon with the Gilmore Foundation
- WTVP needs to present a new lease for the Peoria Symphony
- Lesley met with Kim Armstrong at ICC to discuss possible partnership with culinary students.
- Marcus Fair is moving, so he will be leaving the board. Shelley Schol was suggested as a possible board member. Andrew indicated the nominating committee should meet to discuss new board members and positions that need to be filled at the June board meeting. Stephen Morris is part of the nominating committee.
- Lesley indicated work is continuing the DVI proposal and the Endowment policy.
- WTVP is partnering with WAOE to share local content.
- We are working towards TWITCH/podcast for connections with younger viewers.
- Marketing and Development need to begin working on PBS 50 years.
- Report on the underwriting reception and screening for Peoria's Playground.
- Illinois Art Council grant is completed, turned in and accepted.
- Work begins on COVID-19 with the following:
 - Simulcast with other commercial stations
 - Monica Hendrickson/Peoria County Health Department virus announcements
 - Live Townhall program – March 15
 - 40+ videos, web highlights and social media postings
 - At Issue – live, one-hour format on Thursday nights with community questions
 - Sunday night special program with Illinois State Treasurer
 - Newspapers ads to highlight special programming
- Guide will add an additional eight pages beginning with the May issue. Ads will help cover costs.
- Weekly Insider eblast continues along with social media, which need to be shared for posting on individual's FB pages
- Partnerships were developed with PJ Star, Pekin Daily Times, WCBU and WMBD.
- Working with PRM on the Year of the Guitar and Dinosaur Train.
- Joint venture is being planned with CVB for a state-wide grant ask to development a program-refresh for Illinois Adventure along with a restaurant segment and a possible bike trek program.
- No additional discussion on the murals with Doug and Eileen Leunig and The Big Picture event
- Future plans are under discussion with the Peoria Public Library and the upcoming programs around The Vote and Women's suffrage movement.
- Possible gift of the old Underwood's building from the Oberlander family. Provide some income, storage space and store front presence for WTVP.

There was nothing discussed under Other Business. The meeting was adjourned by Andrew Rand at 9:04 AM.

Respectfully submitted,

Lesley Matuszak
President & CEO