

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Executive Committee Meeting

August 25– 7:30 AM

Minutes

Present: Andrew Rand, Sid Ruckriegel, and Lesley Matuszak

Joining by Phone/WebEx: Helen Barrick, Jessica Ford, Stephen Shipley, Carol Farris-NETA, and non-committee members

Noting the presence of a quorum, Executive Committee Chairman Andrew Rand called the meeting to order at 7:30 AM. Chairman Rand asked for any additions or corrections and, with none being made, he requested a motion to approve the minutes. Stephen Morris moved to accept the motion and it was seconded by Sid Ruckriegel. The motion was passed unanimously.

PROFIT & LOSS STATEMENT presented by Carol Farris from NETA

- **Net operating gain or loss:** Net loss including depreciation YTD through July 2022 is \$229K.
- **Total Revenue:** Total revenue YTD through July 2022 is \$509.5K, \$266K ahead of budget due to membership, underwriting and major donations, magazine, and investment gains.
- **Total Expenses:** Total expense before depreciation YTD through July 2022 is \$251.8K, \$95K less than budgeted due to payroll, printing and programming costs that haven't been annualized.

BALANCE SHEET

- **Currents Assets** at July YTD were \$3.0M vs. \$5.9M due to decreased Cash related to current and long-term debt payments and loss on investment. CSG estimated receivable has not been annualized.
- **Net Property and Equipment** are at \$5.4M, about \$298K above prior year.
- **Current Liabilities** are at \$250K. Programming Dues and CPB CSG funds have not been annualized.
- **Long Term Liabilities** have decreased due to the pay down on long term debt.
- **Net Assets/Fund Balance** are less than the prior year by \$607.5K, which continues to be the use of the stimulus funds being utilized in operations and fixed assets.

CASH FLOW

For the fiscal year to date period ending July 31, 2022, the station decreased its cash position by \$18K.

- **Cash Flows from Operating Activities:** The station increased cash by \$132.6K in operating activities.
- **Cash Flows from Investing Activities:** The station spent \$128.5K in investing activities comprised primarily of proceeds from investments.
- **Cash Flows from Financing Activities:** The station spent \$22K for payments on existing debt payables.

MOTIONS

Motion to approve the July financials was made by Stephen Morris with a second from Sid Ruckriegel. The motion passed unanimously. Motion to present the budget, reviewed by the Executive Committee on 4/28/2022, to the Board of Directors was made by Jessica Ford with a second from Sid Ruckriegel.

FROM THE PRESIDENT AND CEO, LESLEY MATUSZAK:

- **Membership Report:**

The overall membership count is up to 6,079. That's an increase of 23%. We're currently in August drive with 35 new members.

- Sid: "Three years ago, we were below 4,000. We keep setting new hurdles for the development team, and they keep meeting and outdoing our expectations. So, we will, continue that growth. And I know that we've got in our minds, a number of 7,000 that we'd love to hit in the next 18 months and with continued work, we will."

- **Underwriting and Advertising:**

We're refocusing our efforts on program underwriting and guide sales now that the magazine is up and established with ads. We will accept more ads for the magazine, but I don't want to be ad heavy. We are trying to train those that work with the CEO in development to bundle, to give advertisers more options with all 5 channels, with the program guide and the magazine. We're going for more cross promotion. We have a new advertiser that we're working with out of Chicago. A goal of ours is to be able to work across networks, here and downstate, we are also working with them on a show that we want to produce.

- **Pledge Drives:**

We had a spike in home viewing during the pandemic in 2021. It appears we are now seeing the decrease in viewing, due to people getting out of the house and returning to normal activities. We have worked with PBS on developing new program content and we've become more active in state and national PBS programming. We're hoping that they will start releasing some more marathons and extending rights for greater programs. We're playing a large role in that. They're listening a little bit more to stations our size. They now understand that the entire country is built on small business. We raised \$4,000 more in this pledge drive than we did in 2021. Our top programs are All creatures Great and Small, Evaluate Your Medicine and the Berlin Rock Concert and always Suzie Ormond's retirement guide. Surprisingly, the calls that come in from the retirement program are from the 30 and the 40-year-olds.

- **Direct Mailing:**

We're working on a large fall acquisition mailing piece. We're also promoting donations through emails and websites, and we're seeing a growth in those areas as well. Our newest approach has been working with texting and in the first 7 weeks of the new fiscal year we already have half of response we had for the whole last year.

A little over a year ago we looked at what it would be like to outsource direct mail to a group that a lot of other public TV stations use. The savings was almost nil, and it didn't provide for any local content we might want to do. We're keeping it in house and our return rate was so much better, because people know it's coming from their community. Still, we always try to look at all the options.

- **Special Events:**

In 2021 we had several fall fundraisings that brought in a revenue of \$17,500. That included an event built around Ken Burns documentary on Mohammed Ali. We also had great success in 2019 with the Ken Burns documentary on Country Music. This year we will not be able to build the same kind of event around Ken's latest documentary due to the sensitive content. The *U.S. and the Holocaust* is a new three-part documentary that explores America's response to the Holocaust by examining the rise of Hitler and Nazism in Germany. We are planning an event September 14 at 6:30 PM in the WTVP studio, but it will not be our standard money maker. It will be a time of remembering and reflecting in connection with the Jewish Federation of Peoria. This is an amazing opportunity to hear people as they tell their family story about the Holocaust. This event is invitation only and our one special guest will also be interviewed on Business Forward, At Issue and for Peoria Magazine. We are going out ahead of time to meet with and record their stories, and if they don't wish to be recorded, Mike Bailey is going to take their statement for a magazine article, and he will deliver their stories that evening. We are encouraging all of our Executive Committee members to be there. Be prepared, it is extremely moving, but we're not just ending there.

After our event on the 14th and Ken Burns Documentary airing on the 18th, we are going to have this production put together in a broadcast. It'll be 90 minutes, and it will be aired on January 27, 2023, which is national Holocaust Day, so named because several concentration camps were liberated that day. After the airing we're going to put this out to be picked up through PBS. No other stations are doing these follow ups with Ken Burns documentaries.

- **Other Projects:**
 - We're doing a project for the museum.
 - The Backlund people were here from Denver, and we are making progress on their next project. They would like a reporter/director to be entirely devoted to environmental projects. It was promised a few years ago but we are going to make sure it happens this time.
 - Our new broadcast, *You Gotta See This*, is getting good reviews. We're still developing it.

- **Staff, Structure and Misc.:**
 - Connor Vicary and Anita Sharky have finished their summer internship. We look forward to Connor returning to assist with the FCC gold events we are planning. Anita will be helping us one day a week since she is close by attending ISU.
 - Sid has been in contact with the city regarding the sink holes in our parking lot. They are beginning work within the next couple of weeks.
 - The WQPT folks centered in the quad cities have invaded into our coverage area. Some of you have received mailings promoting their station and requesting donations. We consulted our attorneys who explained that the FCC would not get involved. The attorney gave us some suggestions, though technically, stations can do this to each other. WQPT said the mailings were a mistake, but the coverage map displayed on their website, clearly shows their southeastern perimeter is the Peoria city limits. We know they have a fundraising problem in their own area, so we need to emphasize to our viewing area which extends northwest to Galesburg, that WTVP in Peoria is your local full-service PBS station. I plan to talk to my colleagues at PBS and get their advice on the best way to handle this issue.
 - Our viewers would like to see more programming with local content. Not a daily news program, but more in-depth news reporting. The main channel is a little full, but we can put it on World. I'm looking for some serious underwriting because we want to do it right. Our budget can't absorb that, and our production people would need to be rearranged and tweaked. That's kind of a long-term goal.

- **Peoria Magazine Events:**
 - October 27 is the 40 leaders under 40 event at the Scottish Rite and we have combined what was two events under previous leadership. There will no longer be a separate event for a reunion of past winners. Actually, the whole program has been revamped for time efficiency and maximum networking and socializing time. We will start with cocktails and heavy hors d'oeuvres before moving into the program which has been streamlined to 40 minutes. We will have our people there and the individual that's being recognized will walk across the stage with their personal video stills behind them as we talk about their accomplishments. They will accept the award, smile, thank you and next winner. There will be no individual speeches. After that, we go into a party mode which we believe will help generate new excitement for this event. We want to recognize people, celebrate their successes, and then mingle. Another big change is the way winners are chosen. The nominations will be sent to PBS where the nominees are not known. All will be screened and forty will be chosen. This will eliminate any speculation that winners were chosen based on the amount of advertising their company or organization purchased. This is not pay to play, and it isn't just about what they do in their job. We also want to celebrate their leadership in the community.
 - In December is another recognition event, Women of Influence. The premise is the same as 40 under 40 with women of all ages being nominated for their outstanding contributions to Central Illinois.

With the conclusion of the President's report and no other new or old business, Chairman Andrew Rand adjourned the meeting. The next meeting is on September 22 at 7:30 AM, with the option to be present or to join by phone. The next board meeting is our annual meeting and is on October 11th at 4:00 PM.

Respectfully submitted by Lin McLaughlin, Director of Finance and Human Resources