

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

April 11, 2017 Board of Directors Meeting Minutes

Present: Chairman Andrew Rand, Maurice Bresnahan, Dr. John Day, Jerry Herbstreith, Linda Huddle, Allen Mayer (WebEx), Stephen Morris, Sally Snyder (4:44), Joe Strupek (WebEx) Staff –William Baker, Luann Claudin, Mary Heinemann, Jerry Kolb, Mark Lasswell, Bill Porter, Colleen Runkle, Julie Sanders

Absent: Elwin Basquin, Helen Barrick, Dr. Cindy Fischer, Dr. Jeff Huberman, Rick Owens, Ashley Spain, Russ Trowbridge, Henry Vicary and Chuck Walker.

Noting the lack of a quorum, Chairman Andrew Rand called the meeting to order at 4:04 PM.

Lacking a quorum, Mr. Rand asked if there were any corrections to the minutes for the Board of Directors meeting of February 14th and the Executive Committee meeting of March 23rd which were scheduled for approval. Hearing none, the board proceeded to the next item of business.

At this point Mr. Bresnahan introduced Mary Heinemann as the new Education Outreach Coordinator. Ms. Heinemann told the board that she was pleased to be taking on this exciting new position. Her background includes extensive teaching experience at the grade school level as well as serving as the director of the Children's Dyslexia Center. She also plays viola with the Peoria Symphony Orchestra. Mr. Rand welcomed her on behalf of the board.

Mr. Kolb presented the Financial Report. The February 2017 financials were presented and Mr. Kolb commented that this represents two thirds of the fiscal year. He commented that the balance sheet continues to be generally in line with the previous year, with solid cash, a growing endowment and stable net fixed assets. Differences in prepaid expenses and deferred revenues again result from the timing of trips with WTVP travels. Long term debt continues decreasing with regular servicing and the debt related to the WQPT master control project will be paid off in July, which represents about \$4,800 of debt service per month. On the income statement, he commented that several revenue lines, including satellite services and contract production services, continue to be under plan, but that strong returns on the endowment offset most of the variances. Expenses are 5.9% less than plan, with lower than anticipated PBS dues being the largest component. Overall, year to date net income was \$(160,981), a positive variance of \$97,231. After adjustments for depreciation, principal payments and capital expenditures, net cash flow year to date was \$(308,982).

Mr. Bresnahan gave the President's Report, which included:

An update on the FCC spectrum auction. Mr. Bresnahan reviewed the timeline for the repacking process and said that planning was underway for the station's conversion. He introduced Bill Porter, the station's chief engineer. He said that quotes for equipment were being gathered and planning was being done to minimize the off the air time during the transition.

Legislative Relations. Mr. Bresnahan shared some perspective on CPB funding from the White House budget director and retired general Stanley McChrystal and reminded the board of some key talking points. He commented that there appears to be bi-partisan support for maintaining CPB funding and he has contacted local congressmen from both WTVP's and WILL's broadcast areas and they all support CPB and PBS.

Fiscal Year 2017 Goals & Strategies. Mr. Bresnahan commented on the substantial amount accomplished so far this fiscal year. He commented on the recent At Issue town hall as an example of what the station does so well. He reviewed the long lead schedule of future local programming and said he was excited for next year's Wreck of the Columbia program.

Fiscal Year 2018 Preview & Discussion. Mr. Bresnahan reviewed the results of a recent senior staff planning meeting. These items will be crafted down to a Goals & Strategies document which will accompany the FY 2018 Fiscal Plan.

Mr. Herbstreith gave a report of the Pekin Friends of 47 group. He stated that their bowl-a-thon on March 4th was a success raising over \$3,700. He said his group looked forward to helping with Auction.

Ms. Huddle gave a report of the Galesburg Friends of 47 group. She stated that they had helped with March pledge and were also looking forward to helping with Auction.

Development Director Colleen Runkle gave her development report. March pledge surpassed its \$70K goal. Passport has been the source of 140 memberships and over 10K of revenue since its roll out last August. A new recognized \$500 giving level is being established between the \$60 member level and the \$1,000 Klystron. Klystron members were invited to a Sound Bites taping in February and will be invited to another taping, featuring Time for Three, in May. A Best of Illinois Adventure pledge program is planned for August and will serve as a tribute to retiring Jim Wilhelm. The annual Auction returns for its 44th year April 27th through 30th. Efforts are under way to mark the first anniversary of Stacey Tomczyk death with an appeal for the Stacey Fund, which is dedicated to supporting local productions.

Executive Producer William Baker reported on the recent At Issue town hall, sharing several clips from the program. He then commented on the upcoming Wreck of the Columbia production and a possible companion production featuring a group planning to search the site of the wreck. He finished with a clip from the upcoming program, Peoria in the 1950's, which featured a clip of Walter Cronkite.

Content & Marketing Director Julie Sanders reported social media metrics, including strong Facebook metrics resulting from a post about State & Water featuring Chicago Farmer. Emiquon screenings at Dickson Mounds and the Peoria Riverfront Museum both had great attendance and lively question and answer periods following the screenings. The PBS Writers Contest continues with the winner's party planned for 6/16. A promotion with the Peoria Chiefs will bring eight different PBS characters to Peoria and the ballpark. These characters will make other visits as scheduling allows. A live pledge event is being planned in June for the premiere of Peoria in the 50's. She then showed two clips one with upcoming PBS highlights and a promo spot for the Nature: Spy in the Wild episode looking at dolphins.

Mr. Rand offered thanks to Mr. Bresnahan, the staff and the board. The meeting was adjourned at 5:11 P.M.

Respectfully submitted,

Maurice Bresnahan

President & CEO