

**Minutes of Regular Meeting of the
Oklahoma Educational Television Authority**

1:00 p.m., Tuesday, August 28, 2022
OETA Media Center Conference Room
7403 N. Kelley Ave.
Oklahoma City, Oklahoma

DIRECTORS PRESENT:

Lisa Greenlee, Chair
Larry Rice, Vice Chair
Jeanie Webb, Secretary-Treasurer
Wendy Argenbright
Karen Auer
Terri Cornett
Kara Hall
Mike Martin

DIRECTORS ABSENT:

Allison Garrett
Joseph Harroz, Jr.
Joy Hofmeister
James Isaacs
Kayse Shrum

VISITORS PRESENT: Chief Assistant Attorney General John Settle; Friends Board of Directors outgoing president Robert Spinks and incoming president Garrett King.

STAFF PRESENT: Executive Director Polly Anderson; Vice President of Finance & Administration Shawn Black; Vice President of Production Susan Cadot; Vice President of Marketing & Communications Jarred Smith; Vice President of Operations Janette Thornbrue; Director of Development Mairead Todd; and Executive Assistant Brandy Kennedy

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, August 23, 2022. A Notice of Meeting had been filed with the Secretary of State and copies of the Agenda and meeting documents were posted in accordance with provisions of the Open Meeting Act.

Chair Greenlee called the meeting to order. Anderson called the roll. It was determined that a quorum was present and the meeting was called to order at 1:02 p.m. Staff, visitors, and Board members were introduced.

Item #4 (Action)

The Board reviewed the minutes for the regular meeting of June 28, 2022. The Chair entertained a motion to approve the minutes. Cornett made the motion to approve and Webb seconded the motion. Seeing there were no comments or discussion requested, the Chair called for a roll call vote. The vote had one abstention. The motion carried at 1:07 p.m.

Item #6

Anderson apprised the Board of 5 Emmy nominations coming up in July: *Gallery America: Matt Goad*, *Tulsa Race Massacre: 100 Years Later*, *Back in Time: The Oklahoma City Bombing Investigation*, *Back in Time: Reign of Terror*, and Ryan Lorg in Graphics for the *Back in Time* open. She thanked Cadot and her team and indicated that all the

departments work together to keep everything running well. She acknowledged two staff members not present: Dave Tamez, who was inducted into the Silver Circle of the Academy of Arts and Sciences, and Ryan Lorg, who edited both documentaries.

Anderson notified the Board OETA completed the August pledge and raised \$255,000, which exceeded the \$250,000 goal. She noted that most stations are down 40%, while OETA is only down 2%. Furthermore, she pointed out that Antiques Roadshow was number two and four in June nationally.

Anderson confirmed that OETA received flat funding for state appropriations, in addition to a one-time approval of \$150,000 to fix air conditioning units which Friends matched. Anderson explained that OETA has replaced five of the thirty-two units, but the rest are pending due to supply chain delays.

Anderson emphasized that the marketing metrics are through the roof and attributed it to Smith's direction in the marketing department. She noted that OETA is having supply chain problems in various areas, but one area is the paper used for Odyssey. To counter this, she explained that OETA has launched a green online version with 1500 donors already switching to it.

Anderson informed the Board that the Art Club's curriculum is now part of a national database. She explained that Art Club originated during the first summer of the pandemic as a virtual program when students were stuck at home and could not attend in-person summer clubs. She noted that Art Club has expanded and grown into an in-person year-long program for middle schoolers, with the taped content coming from OETA's *Gallery America*.

Anderson informed the Board that the Idabel tower is being taken down but that they have found a new location in Broken Bow with Pine Telephone that will replicate the coverage fairly well.

Anderson provided the Board with an ARPA update, noting that she was cautiously optimistic as the OETA proposal was still under consideration.

Item #7 (Action)

Black reviewed the financial and personnel reports with the Board. Black noted that the projection shows OETA on track. He indicated that expenditures over \$1,000 shows American Tower, Goodwill, OSU-Tulsa facility, the KOTV tower, Mission Broadcasting, and OneNet. He detailed that OETA has hired three employees in June. The Chair entertained a motion to approve the financial and HR reports. Rice made a motion to approve the financial report. Hall seconded the motion. A roll call vote was conducted and the motion carried unanimously at 1:19 p.m.

Item #8 (Action)

The Chair reviewed the officers for the Friends Board and entertained a motion to approve the election of officers for the Friends of OETA, Inc. Webb made a motion to approve the financial report. Cornett seconded the motion. A roll call vote was conducted and the motion carried unanimously at 1:21 p.m.

Friends President Spinks indicated that the goal of Friends is to support the Authority Board and OETA. He informed the Board that revenue has grown thirty-three percent, many of which are from donations more than \$1000. He included that the sustainer program allows people to become more consistent donors with OETA, which has increased thirty-four percent since the Board started. He pointed out that the real goal is keeping donors and continuing donor relationships, and to that end, retention has increased by

twenty-three percent since the Friends Board started. He concluded that the Friends Board is highly dedicated, and that he is pleased to turn it over to King. King thanked the Authority Board members for serving in the governing board. He informed the Board that institutional foundations are a conduit and tool for the agency—people give to OETA because they love OETA, so he is honored to chair the Friends Board.


Item #9

The Chair announced the next regular meeting is set tentatively for Tuesday, October 25, 2022 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

Adjournment

There being no further business to come before the Authority, Chair Greenlee called the meeting adjourned at 1:26 p.m.

Adopted this day of Tuesday, October 25, 2022.



Lisa Greenlee, Chair



Larry Rice, Vice Chair