

Illinois Valley Public Telecommunications Corporation

Board of Directors Retreat

Saturday, July 27, 2024 – 8 am

MH Equipment, 8901 N Industrial Rd D, Peoria, IL 61615

Agenda

1. Call to Order
 2. Retreat Program
 - a. A presentation by Dr. Eileen Setti on Dynamic Boards
 - b. Mission and the core values of the WTVP
 - c. A presentation on the Two-Year Road Map for WTVP
 3. Adjourn
-

MEETING MINUTES

July 27, 2024

The board retreat took place on Saturday, July 27th at MH Equipment. The meeting commenced at 8:00am with introductions and a welcome by chairman John Wieland.

Attendees:

In-person: Heather Acerra, Helen Barrick, Andy Chiou, Alex Crowley, Emily Galligan, Kevin Hicks, Martin Johnson, Rick Lavendar, Dan Pearson, Bob Sennett, Win Stoller, Chet Tomczyk, Daysha Warr, and John Wieland.

Kevin Hicks left the retreat early.

Staff present: Jenn Goron, Steve Hobbs, Jed Klabunde, Mark Lasswell, Julie Sanders.

Meeting Summary:

The first portion of the retreat was a presentation by Dr. Eileen Setti on Dynamic Boards. Dr. Setti presented information on how the history, structure, and framework of nonprofit organizations. She differentiated between roles and responsibilities of the board of directors versus the CEO and walked the board members through several exercises to build their understanding of how a healthy and dynamic board can function effectively to support the CEO and further the outcomes of the nonprofit organization.

After a brief break, the group reconvened, joined by members of the executive staff team.

The second portion of the retreat was an interactive exercise focusing on the mission and the core

values of the WTVP. Board members discussed who WTVP exists to serve, and the core values that drive how we live out our mission. This portion was led by WTVP CEO, Jenn Gordon.

The third part of the retreat included a presentation on the TWO-YEAR ROAD MAP for WTVP, asking the question “What must we prioritize to get to arrive at a place of vitality and growth?” The CEO talked through 4 strategic priorities to drive WTVP forward to growth: 1) Rebuilding Community Trust 2) Increasing Audiences Across All Platforms 3) Increase Members and Donors at All Levels 4) Cultivating Stability and Financial Strength: Building, Endowment, and Major Grants.

Each of these areas were presented on further. An update was given on organizational and staff restructuring. Data on audience fragmentation and the shifting media landscape was presented on and discussed. Donor and Membership trends were reported on.

The last section of the board retreat allowed for members to break into their board committee groups to brainstorm ideas for how their committee may meaningful contribute to the strategic priorities identified for the next two years.

The board retreat concluded at approximately 12:25pm.

Minutes submitted by:

Jenn Gordon
WTVP President / CEO