

Illinois Valley Public Telecommunications Corporation

Board of Directors Meeting

Tuesday, November 12, 2024 – 4:30 PM – WTVP Studio

AGENDA

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| 1. Call to Order | John Wieland |
| 2. Approval of Meeting Minutes | John Wieland |
| 3. Financials | Steve Hobbs |
| 4. Chairman Report (Executive, Governance) | John Wieland |
| 5. Board Committees with Staff Reports | |
| a. Program Committee | Dan Pearson |
| i. Content Updates | Julie Sanders |
| ii. Programming & Operations Updates | Jed Klabunde |
| b. Development/Engagement Committees | Andy Chiou |
| i. Dev & Engagement Updates | Michael Eckhardt |
| c. Building & Grounds Committee | Jim Bachman |
| 6. CEO Report | Jenn Gordon |
| 7. Other Business | |
| 8. Adjourn | |

MEETING MINUTES

November 12, 2024

Board Chairman John Wieland called the meeting to order at 4:31 p.m. A quorum was present.

- In-person: Heather Acerra, Jim Bachman, Helen Barrick, Andy Chiou, Alex Crowley, Dawn Dinh, Kevin Hicks, Martin Johnson, Rick Lavender, Dan Pearson, Bob Senneff, Chet Tomczyk and John Wieland .
- Via Webex: Emily Galligan and Daysha Warr.
- Absent: Andrew Chambers and Win Stoller.
- Staff present: Michael Eckhardt, Jenn Gorgon, Steve Hobbs, Jed Klabunde, Mark Lasswell and Julie Sanders.

The various meeting minutes were approved. Helen Barrick made the motion, which was seconded by Heather Acerra and carried.

- 09/10/2024 – Executive & Audit / Investment Joint Committee Meeting

- 09/10/2024 – Board of Directors Meeting
- 10/01/2024 – Programming Committee Meeting
- 10/03/2024 – Development & Community Engagement – joint Committee mtg
- 10/17/2024 – Building & Grounds Committee Meeting
- 11/07/2024 – Development & Community Engagement – joint Committee mtg

Financial Presentation

The meeting was turned over to Steve Hobbs, Finance Director, to give the financial presentation:

October 31, 2024 Financial Statements

- Balance Sheet
 - Total Assets of \$7.9M, increased \$860K versus September 2024 due to the recording of the 2025 CSG grant (\$1M) as a receivable offset by a \$150K reduction in the investment account.
 - Total Liabilities of \$1.8M, increased \$925K versus September 2024 due to recording deferred revenue related to the 2025 CSG grant.
- Income Statement vs. Budget – October Year to Date
 - Total operating income of \$1.047M, 17% below budget
 - Total operating expenses of \$1.062M, 2% below budget
 - Net operating loss of \$14,351
- Income Statement vs Prior Year – October Year to Date
 - Total operating income of \$1.047M, down 13% versus prior year, primarily due to special events in 2024
 - Total operating expenses of \$1.062M, 31% lower than prior year, due to lower headcount and special events
 - Net operating loss of \$14,351 versus a loss of \$319,030 thru October 2024.
- Cash Flow
 - Cash at end of October was \$196,950 a decrease of \$25,726 from July 1.

Meeting Summary

The meeting discussed financials, funding applications, community engagement, documentary production, infrastructure issues, and successful events for WTVP.

- October financials show a decrease in giving compared to budget and last year.
- Expenses are on budget, but marketing spending may need to be increased for revenue growth.
- Membership giving is trending up in September and October, with hopes for increased giving in November and December.
- WTVP applied for federal funding for equipment through the NGWS grant but has not heard back yet.

- The Chairman and CEO are considering reaching out to local congresspeople and senators for political support.
- The station is working on financial audits and is confident they will receive funding from CPB.
- WTVP is working on a documentary about McLean County history and plans to premiere it in Bloomington.
- The station had a successful Halloween engagement event with a high turnout and positive feedback.
- The development and engagement efforts have resulted in a good number of nominations for the 40 program.
- Membership numbers and philanthropy trends are positive, with October showing good numbers and November looking great so far.
- The company ENTEC has been chosen for HVAC issues and there is money left over for other projects.
- The transmitter tower was vandalized with a Trump campaign flag, but it will be removed soon.
 - Weather service and Washington attorney have been notified by WTVP.
- WTVP received a \$50,000 state award letter for an Illinois Arts Council grant to be received in the next few months.
- Non-profit morning meetup was successful with over 40 attendees, building relationships and potential partnerships.

Action Items

- Consider spending more on marketing to drive revenue
- Get breakout of professional services expenses
- Continue managing cash and investments
- Make note to reach out to any senators the organization has a relationship with
- Follow up with CPB and PBS regarding the notification
- Email John the name of your spouse if they will be attending the Klystron Event
- Work on pronouncing any spouse's names that are difficult to pronounce
- Explore options for a physical premiere or screening of the documentary in Bloomington
- Contact McLean County Chamber of Commerce to include a link to the documentary in their newsletter and encourage donations
- Consider emailing leaders in Bloomington Normal to present the documentary and seek community support
- Email the clip of the Spooktacular event to promote it for the following year and address the fire code issue.
- Review the paperwork for deeding the parking spaces back to the city

- Address security issues at the transmitter tower on Coal Street
- Await the state award letter for the Illinois Arts Council fiscal year 25 basic PRTV grant
- Continue working on a legal suit with assistance from lawyers and insurance
- Roll out the approved employee handbook with staff

The meeting was adjourned at 5:54p.m.

Minutes submitted by:

Mark Lasswell
WTVP Director of IT / Compliance Officer