

Illinois Valley Public Telecommunications Corporation
Board of Directors Meeting – Regular Meeting
Tuesday, October 14, 2025 – 4:30 PM – WTVP Studio

AGENDA

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|---|---------------|
| 1. Call to Order | |
| 2. Mission, Vision, Values | John Wieland |
| 3. Approval of Meeting Minutes | John Wieland |
| 4. Financials | Win Stoller |
| 5. Chairman Report (Executive, Development) | John Wieland |
| a. We Believe Campaign | |
| 6. Board Committees with Staff Reports | |
| a. Audit/Investment Committee | Helen Barrick |
| b. Program Committee | Dan Pearson |
| i. Local Production Highlights | Todd Pilon |
| ii. Programming Updates | Jed Klabunde |
| c. Building & Grounds Committee | Jim Bachman |
| d. Event & Engagement Committee | Kevin Hicks |
| 7. CEO Report | Jenn Gordon |
| 8. Other Business | |
| 9. Adjourn | |

MEETING MINUTES

Board Chairman John Wieland called the meeting to order at 4:33 p.m. A quorum was present.

- **In-person:** Heather Acerra, Jim Bachman, Helen Barrick, Dawn Dinh, Rick Lavender, Dan Pearson , Bob Senneff, Win Stoller and John Wieland.
- **Via Webex:** Emily Galligan, Martin Johnson, Jessica Tilton and Daysha Warr
- **Absent:** Andy Chiou, Andrew Chambers and Chet Tomczyk
- **Staff present:** Alex Ferrel, Jenn Gordon, Steve Hobbs, Jed Klabunde, Mark Lasswell and Todd Pilon.

Main Takeaways

The meeting highlighted WTVP's strong financial recovery and growth despite losing \$1 million in CPB funding. Revenue exceeded expectations with 957 new members and \$285,000 raised toward a \$300,000 goal. The station is thriving with new local programming and maintaining financial sustainability.

Mission, Vision, Values

Mission

To connect and inspire the communities we serve through quality content that educates, informs, and entertains.

Vision

To meaningfully serve all people in central Illinois by reflecting our communities' interests and needs in the content we distribute and create; uplifting our region by cultivating life-long learning, community connection, personal growth, and enjoyment in the lives of our viewers.

CORE VALUES

1. Transparency
2. Excellence
3. Community Focused
4. Neutrality/Unbiased
5. Life-Long Learning
6. Personal Growth

Board Responsibilities

Two primary responsibilities identified:

1. Mission oversight - preventing mission drift
2. Financial sustainability - fiduciary responsibility

Approval of Meeting Minutes

- 06/10/2025 - Board of Directors Minutes
- 06/10/2025 - Executive Committee Minutes
- 07/12/2025 - Board Retreat Minutes
- 07/15/2025 - Audit and Investment Committee Minutes
- 07/22/2025 - Community Advisory Board Minutes
- 08/28/2025 - Building and Ground Committee Minutes
- 09/08/2025 - Programming Committee Minutes
- 09/09/2025 - Audit and Investment & Executive Committee Joint Minutes
- 09/11/2025 - Development Committee Minutes
- 09/19/2025 - Audit and Investment Committee Minutes
- 10/08/2025 - Events and Community Engagement Committee Minutes

Helen Barrick motioned to approve the minutes as presented, seconded by Heather Acerra. Motion Carried.

Financial Report

Audit Results

- Clean audit opinion delivered on time
- Zero adjustments required
- Audit posted to website

First Quarter Performance (July-September 2025)

- Revenue: \$1.4 million (11% higher than budget, 75% higher than prior year)
- Expenses: Down 2% from budget, 12% lower than prior year
- Net Income: \$651,000 vs. budgeted \$496,000
- Prior Year Comparison: \$651,000 profit vs. \$49,000 loss in prior year

Key Revenue Drivers

- Membership giving: \$170,000 higher than prior year
- Major gifts: \$512,000 higher (includes \$305,000 stock donation)
- Klystron giving: Increased significantly

Cash & Investments

- Operating cash: \$325,000-\$400,000 at PNC
- Endowment: \$2.3 million (moved to Edward Jones)
- Year-end projection: Over \$2 million in investment account

Budget Revision

- Revised budget reflects loss of \$1 million CPB grant
- Added \$200,000 foundation match
- Included \$500,000 matching gift impact
- PBS dues savings: \$165,000 (likely one-time)
- Projected net income: \$125,000 after depreciation

Chairman Report - Development & Fundraising

"We Believe" Campaign Success

- 957 new members (goal: 1,000)
- \$285,000 raised toward \$300,000 goal
- Campaign significantly exceeded expectations

Board Match Challenge

- \$200,000 board match not performing as well as hoped
- Emphasis on equal effort vs. equal dollars
- "God is never interested in how many zeros there are before the decimal point. He's interested how much of the giver is in the gift" - John Wieland.

Major Donor Recognition

- Board signed thank you letter to Christine for \$300,000 stock donation
- Letter emphasized critical timing of gift during funding transition

Programming & Production

Local Programming Highlights

- "Let's Talk Mental Health" - mental health conversations with experts
- "Doc's on Call" - health information program
- "Vibe 309" - local community showcase (premiere October 23rd)

Upcoming Programming

- American Revolution (Ken Burns) - 6 episodes airing November 16-21
- Veterans Day programming - extensive military-themed content
- Holiday specials - including Hanukkah programming and Christmas content
- Pledge programming - featuring American Revolution and various concerts

Production Team Recognition

- Significant praise for local production quality

Technical Operations

Broadcast System Failure

- October 5th: Main file server failure (2008 equipment)
- Lost database of all clips for 5-channel automation
- Backup server from 2000 still functional but incompatible
- Master Control manually verifying all programming
- Solution: Repurposing domain server (saves \$15,000)
- Timeline: Resolution expected by following Tuesday

Facilities & Infrastructure

Building Projects

- Front entrance work: Nearly complete, ADA accessibility restored
- Concrete repairs: Finished
- Back gate issues: City construction damaged underground cables
- Tree trimming: Scheduled with Toby Phillips (delayed due to equipment damage)
- Chiller repair: Starting next week with replacement coils

Pending Items

- DCEO grant: One step closer to receiving funds
- Emergency gate: City not providing promised accessibility

Events & Engagement

Station Ambassador Program

- July launch: 30 volunteers recruited
- August: Ignite Peoria (800+ direct contacts)
- September: CareerSpark (4,000 eighth graders)
- September: Day of Play Bloomington (500 Daniel Tiger books distributed)

Upcoming Events

- October 23rd: Vibe 309 premiere (4:30-6:00 PM)
- October 31st: Spooktacular (5:00-7:00 PM, expecting 500 kids)
- November 16th: American Revolution screening at Giant Screen Theater (major donor event)
- December: Membership drive focusing on new members
- June: Annualgiving meeting. Date TBD (moved from November)

Organizational Changes

Board Changes

- Polly Barton resigned from board (positive departure)
- Expressed confidence in current board and station direction

Staff Transitions

- Michael and Megan left for other opportunities
- Departures were amicable, not due to station insecurity
- Rebuilding development team strategically
- Mark Laswell appointed to PBS Digital Media Advisory Council

CPB Wind-Down

- CPB staff reduced by 75% as of September
- Organization winding down through end of calendar year
- Received additional \$15,000 in final funding distribution

Future Outlook

Sustainability Focus

- Five-year sustainability map in development
- Focus on converting loyal viewers to members
- Holiday gift membership campaign planned
- Continued emphasis on local programming differentiation

PBS Relationship

- Working on bridge fund grants for vulnerable stations
- Emphasis on maintaining essential programming
- Request for continued low dues structure
- Slower production timelines due to PBS staff reductions

The meeting was adjourned at 5:55 p.m.

Minutes submitted by:

Mark Lasswell
WTVP Director of IT / Compliance Officer

Next Meeting: Tuesday, December 9, 2025 @ 4:30 p.m.