

**ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION**

Development and Engagement Committees Joint Meeting

Thursday, April 10, 2025 – 8 AM – WTVP Executive Conference Room

**AGENDA**

1. Call to Order
2. March Development Financials
3. 40 Under Forty Review
4. Nonprofit Grant and Discounts – Megan Aeschliman
5. Corporate Council Revisions – Megan Aeschliman
6. Upcoming Events
  - a. PSO Seasons at the Cathedral Screening – April 23
  - b. Peoria Day of Play – May 10
  - c. Bingo Night - TBD
7. Upcoming Initiatives
  - a. Revised Member Levels and Introductory Premiums
  - b. 1971 Club
  - c. Evergreen Initiative (Planned Giving)
8. Adjourn

**MEETING MINUTES**

Thursday, April 10, 2025

The Development and Events / Community Engagement Committees' joint meeting was held on Thursday, April 10, 2025, in the Executive Conference Room at WTVP.

Michael Eckhardt called the meeting to order at 8:02 am.

**Attendees:**

In-person: Dawn Dinh and Chet Tomczyk.

Via Webex: Andy Chiou, Jessica Tilton and John Wieland.

Absent: Kevin Hicks, Martin Johnson, Bob Senneff, Win Stoller and Daysha Warr.

Staff present: Megan Aeschliman, Michael Eckhardt and Mark Lasswell.

Public was not in attendance.

A quorum was present.

## **Meeting Summary:**

The meeting discussed the organization's successful fundraising efforts, new membership growth, nonprofit initiatives, corporate partnerships, upcoming events, insurance considerations, and strategies for increasing donations.

- March saw a substantial increase in membership contributions, with a significant rise in both the number and value of donations.
- The 40 under 40 event was a success, raising approximately \$44,000 and generating positive feedback from the community.
- The organization added 225 new members in March, surpassing the average monthly acquisition rate.
- Nonprofit initiatives: Megan is leading efforts to engage nonprofits through underwriting grants and benefits.
  - Heart of Illinois Big Brother Big Sister: Chosen as the nonprofit for underwriting and advertising, creating positive engagement.
- Corporate council program: Working to build relationships with larger corporations for sponsorship and marketing benefits.
- Events and outreach: Planning PSO seasons screening (Apr 23), Peoria Day of Play (May 10), and potential bingo night for community engagement.
- Working on tracking our date better via Allegiance

## **Action Items:**

- Scan the calendar for major nonprofit events happening during the same week as next year's 40/40.
- Reach out to Katie McCord from Illinois Mutual for a potential corporate council membership exchange for a new roof.
- WTVP to follow up with an email to the committee regarding the status of grants such as the Koehler grant and the grant that was postponed due to not having the 990 done

The meeting was adjourned at 8:45 a.m.

Next meeting: Thursday, May 8, 2025 at 8:00 am.

Minutes submitted by:

Michael Eckhardt  
Chief Development & Engagement Officer

