

Illinois Valley Public Telecommunications Corporation
Development Committee and Events / Community Engagement Committee - Joint Meeting
Thursday, September 5, 2024 – 8:00 am - WTVP Offices
Agenda

1. Call to Order
 2. Approve Minutes
 - a. 08/08/2024 - Development Com. and Events / Community Engagement Com.- Joint Meeting Minutes
 3. Business:
 - a. Introduction of Michael Eckhardt Jenn Gordon
 - b. 40 Leaders Under Forty Event Michael Eckhardt
 - c. Future Engagement Events Michael Eckhardt
 - d. Klystron Society Michael Eckhardt
 - i. Benefit Levels
 - ii. Major Klystron Society Event
 4. Set Next Meeting Date
 5. Adjourn
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MEETING MINUTES
September 5, 2024

Chairperson John Wieland called the meeting to order at 8:08 am. A quorum was present.

- In-person: Andy Choiu, Kevin Hicks, Martin Johnson, Win Stoller, and Chet Tomczyk, John Wieland
- Via Webex: None
- Absent: Dawn Dinh, Jessica Tilton and Daysha Warr
- Staff present: Michael Eckhardt, Jenn Gordon and Mark Lasswell.

Meeting Summary:

The meeting discussed plans to launch the revamped 40 Leaders Under Forty program, reconnect with major donors, and generate revenue through events and personalized asks.

- The committee discussed launching the 40 Leaders Under Forty program to celebrate local leaders making a positive impact in Peoria.
- The focus of the program will be on community impact and accomplishments both inside and outside of the workplace.

- The committee is in the process of finalizing venue options, creating a press release, and developing a website form for nominations.
- Leadership recognition and community engagement are important goals for the organization.
- The 40 Leaders Under Forty program is being revamped to include a broader definition of leadership and emphasize service.
- Events are being planned to increase viewership, generate revenue, produce content, and make the community better.
 - September: **Bloomington Day of Play** | Saturday, Sept 21, 2024 (10:00 am - 3:00 pm)
 - October: **WTVP Halloween Costume Party** | Thursday, Oct 24, 2024 (5:00 pm - 7:00 pm)
 - November: **Klystron Society Relaunch at the Riverfront Museum**
 - December: **Riverfront Museum All Access Day** | Sunday, Dec 15, 2024
- Consider relaunching the Klystron Society of major donors to reconnect with them and signal a fresh start.
- Klystron Society Proposed giving levels:
 - **\$1,000 - \$4,999: Klystron Society**
 - Recognition on WTVP Donor Wall & WTVP Website
 - Invitation to Klystron Club Events
 - Klystron Society Lapel Pin
 - **\$5,000 - \$9,999: Producer's Circle**
 - Recognition on WTVP Donor Wall & WTVP Website
 - Priority Registration for Klystron Club Events
 - Personal station tour for family/friends
 - 15-Second Sponsored On-Air Community Impact Spot for (1) non-profit of your choice
 - **\$10,000: President's Circle**
 - Recognition on WTVP Donor Wall & WTVP Website & Program Guide
 - Priority Registration for Klystron Club Events
 - Personal station tour for family/friends
 - 15-Second Sponsored On-Air Community Impact Spot for (2) non-profits of your choice
 - Invitation to Annual Visionaries Breakfast with the President
 - 15-Second Day Sponsor Message
 - **\$20,000+: Visionaries**
 - Recognition on WTVP Donor Wall & WTVP Website & Program Guide
 - Priority Registration for Klystron Club Events
 - Personal station tour for family/friends

- 15-Second Sponsored On-Air Community Impact Spot for (1) non-profits of your choice
 - 15-Second On-Air Donor Acknowledgement by the President & CEO
 - Invitation to Annual Visionaries Breakfast with the President
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- Plan an event at the Peoria Riverfront Museum to coincide with the release of Ken Burns' Leonardo documentary.
 - Explore opportunities for nourishment, talks, screenings, and presentations to engage donors and showcase future plans.
 - The giving units consist of couples, with about 20 people in total, and the hope is for the group to grow.
 - Individuals and corporations are included in the giving units.
 - The new annual "President's Circle" category is for those who have given significantly and are invested in the organization.
 - Individual breakfast meetings with donors are preferred over group events for a more personal connection.
 - Revenue from sponsors should be kept separate from other revenue to avoid confusion and potential audit issues.
 - Consider hosting events for major donors to bring potential new donors and follow up with personalized asks.

Action Items:

- Organize dinner for the 40 Leaders Under Forty event
- Create a website form for 40 Leaders Under Forty nominations
- Incorporate former 40 Leaders Under Forty recipients of the award into the selection process and ceremony
- Include presenters in communications about the 40 Leaders Under Forty program
- Send press release and information about 40 Leaders Under Forty to non-profit board members
- Lock down a date for the relaunch Klystron Society event at the Peoria Riverfront Museum
- Reach out to Liz or other individuals familiar with community events in November to ensure the relaunch event does not conflict with other major events
- Consider hosting a premiere of the McLean County history documentary in McLean County instead of at the museum in Peoria
- Reach out to high schools and colleges in Bloomington for potential mascot appearances at the Day of Play event
- Discuss and determine the segments of donors and their motivations for giving.
- Obtain the numbers for the different giving units and clarify the breakdown of individuals and corporations.
- Consider the suggestion to offer travel incentives for donors.
- Decide on whether to provide recognition on air for higher level donors.

- Clarify the rules regarding fundraising for other nonprofits during broadcasts.
- Explore the possibility of featuring a 40 Leaders Under Forty program with QR codes for donations.
- Identify potential invitees for the November event and generate a list of 25-30 people
- Consider organizing a lunch with influential individuals to share the vision of WTVP

Next Meeting: **Thursday, October 3, 2024 @ 8am.**

The meeting was adjourned at 9:12 am.

Minutes submitted by:

Mark Lasswell
WTVP staff