

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Events and Community Engagement Committee Meeting

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

MEETING MINUTES

The Events and Community Engagement Committee meeting was held on Thursday, October 09, 2025, in the Executive Conference Room at WTVP. Committee Chairperson, Kevin Hicks, called the meeting to order at 8:10 a.m.

Attendees:

- In-person: Dawn Dinh and Kevin Hicks
- Via Webex: None
- Absent: Johnson, Martin, Jessica Tilton and Daysha Warr.
- Staff present: Jenn Gordon and Mark Lasswell.
- A quorum was not present.

Main Summary

Meeting discussion covering WTVP's December membership drive strategy, staffing updates, fundraising progress, upcoming events, and community engagement initiatives including testimonial filming and volunteer programs.

Membership Drive & Fundraising

December Membership Drive Strategy

- Format: Following established pattern with evening spots and local programming focus
- Structure:
 - Opening minute-long spots at start of each evening
 - Brief promotional beats before each show
 - 9-minute pledge breaks during local programming nights
 - Integration of testimonial spots during longer breaks

Testimonial Production

- Types being filmed:
 - Staff testimonials (Mark's completed and well-received)
 - Board member testimonials
 - Community testimonials
- Purpose: Localize messaging with "from the heart" authentic stories
- Production: Micah handling setup and filming with unscripted Q&A format

We Believe Campaign Progress

- Phase 1: \$300,000 matching challenge
- Results to date:
 - 858 new members since July
 - \$247,000 raised toward \$300,000 match goal
- Internal goal: 1,000 new members by end of December
- Match details: "Sunk match" from previously pledged foundation funding (John's foundation)

Staffing Updates

Current Hiring Status

- **Development Director:** Two second interviews scheduled (today and tomorrow)
 - Both candidates are local
 - John and Andy participating in interviews
- **Marketing & Events Position:**
 - Previous offer declined by candidate
 - New offer extended, awaiting response
 - Will restart process if declined

Staff Changes

- **Megan:** Last day tomorrow, moving to new position
- **Kacy:** New member services coordinator
 - Replacing Christina Gomez
 - Successfully learning Allegiance donor portal/CRM system
 - Accurate work during complex onboarding process

Interim Arrangements

- Staff taking on additional responsibilities outside normal roles
- Mark L. assisting with events and liaison work
- Temporary arrangement until new hires complete

Community Events & Outreach

Station Ambassadors Program

- **Leadership:** Kevin developing volunteer crew
- **Equipment:** Branded t-shirts and materials
- **Recent success:** Day of Play event in Normal (partnership with PNC)
- **Upcoming:** Spooktacular at station - **all volunteer slots filled**
- **Characters:** Cat in the Hat, Clifford the Big Red Dog
- **Goal:** Engage young families and introduce them to WTVP

Upcoming Events Calendar

- **October 23:** Spooktacular
- **November 6:** Vibe 309 pilot episode airs.
- **November 16, 7pm:** American Revolution screening at Peoria Riverfront Museum Giant Screen Theater
- **TBD:** Women, Wealth and Wellness event
- **January:** Vibe 309 five-episode series launch
- **Late Spring:** Klystron event (moved from November)

Up Coming Event Details

Vibe 309 Screening

- **Date/Time:** 4:30pm mixer, 5:15pm screening, ends by 6pm
- **Format:** Pilot screening with Q&A
- **Capacity:** Approximately 50 people expected
- **Description:** Different type of show for local PBS, appealing to diverse demographics

American Revolution Screening

- **Venue:** Giant Screen Theater, Peoria Riverfront Museum
- **Audience:** Major donors (joint event with PRM's Visionary Society)
- **Capacity:** ~122-200 seats
- **Format:** Live screening launch event

Women, Wealth and Wellness

- **Organizers:** Francie Heindrichsen (40 Under 40 recipient) and Nicole Miller
- **Purpose:** Community outreach to new audiences
- **Note:** Nicole Miller is WTVP's investment fund broker

40 Leaders Under 40 Program

Timeline & Status

- **Nominations:** Open until end of October (possible week extension)
- **Current submissions:** Approximately 11 (expecting surge in final week)
- **Committee formation:** Need to identify participants from last year's group
- **Venue:** Already booked for event

Committee Participation

- **Confirmed interest:** Andy Chambers, Kevin, others TBD
- **Previous participants:** Janet (contracted for one year only), Andy Chiou, possibly Heather and Alex
- **Action item:** Solicit volunteers at board meeting

Process Improvements

- Earlier timeline this year to allow more time for:
 - Film shoots
 - Photo shoots
 - Overall event preparation

The meeting was adjourned at 8:38 a.m.

Minutes submitted by:

Mark Lasswell

Director of IT / Compliance Officer