

## ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

### October 11, 2016 Board of Directors Meeting Minutes

Present: Chairman Andrew Rand, Elwin Basquin (WebEx), Maurice Bresnahan, Helen Barrick, Dr. John Day, Dr. Cindy Fischer, Jerry Herbstreith, Stephen Morris, Rick Owens, Sally Snyder, Ashley Spain, Joe Strupek, Russ Trowbridge, Chuck Walker  
Staff –William Baker, Luann Claudin, Jerry Kolb, Mark Lasswell, Colleen Runkle

Absent: Dr. Jeff Huberman, Linda Huddle, Allen Mayer and Henry Vicary.

Recognizing the presence of a quorum, Chairman Andrew Rand called the meeting to order at 4:00 PM.

In the first order of business, the minutes of three meetings were collectively moved for approval. These included the minutes for the Board of Directors meeting of August 9<sup>th</sup> and the Executive Committee meetings of August 25<sup>th</sup> and September 22<sup>nd</sup>. Motion for acceptance was made by Dr. Fischer, seconded by Mr. Strupek and passed unanimously.

Mr. Kolb presented the Financial Report. The August 2016 financials were presented and Mr. Kolb commented that this is for the first two months of the new fiscal year. He commented that the balance remained fairly stable from the previous year, but with stronger cash and continuing depreciation and debt service. Net assets are \$127,815 greater than the previous year. On the income statement, he commented that membership and major giving are in line with the fiscal plan and overall revenue is off plan 2.2%. Expenses are 6.2% less than plan. Overall, year to date net income was \$(139,840), a positive variance of \$19,884. After adjustments for depreciation, principal payments and capital expenditures, net cash flow year to date was \$(122,358), a positive variance of \$29,432. Motion to accept the Financial Report was made by Mrs. Snyder, seconded by Dr. Day and passed unanimously.

Then Mr. Bresnahan gave the President's Report, which included:

PBS Kids. He reminded the board that WTVP would be carrying the new PBS Kids channel, which begins in January 2017. He discussed how this 24 hour multi-platform service builds on the PBS legacy of quality children's programming. He further explained that the plan is for World and Create to channel share on 47.3 to make room for the new channel on 47.2.

Programming and Promotion Position. He said that the position has been filled by Julie Sanders, who will start on October 17<sup>th</sup>. She is a graduate of Western Illinois University and spent the first part of her career as a television reporter before working in fundraising and marketing positions. He commented that outsourcing day to day programming duties to WILL-TV will allow this position to focus more on the promotional activities that are needed for the organization. He added that everyone is excited for her to start and he looks forward to her introduction to the board in December.

Fiscal Year 2017 Goals & Strategies. He reviewed several of the goals from the FY 2017 fiscal plan and the plans and progress being made on these goals. These included a special At Issue on race in Peoria, which received media coverage by two local television news crews, the Peoria Journal Star and WCBU.

They also included a special Consider This with Ramsey Lewis, which included a joint major donor event with the Peoria Symphony Orchestra. He said efforts were underway to begin an e-Newsletter in November and with the hiring of our new director of content and marketing, focus will turn to hiring a part time education position, who will help promote PBS Kids and PBS Learning Media throughout our viewing area.

Mr. Herbstreith gave a brief report of the Pekin Friends of 47 group, stating that the group had worked the phones for a pledge night on August 30<sup>th</sup>.

Mr. Kolb reported that Mrs. Huddle was unable to attend, but was reporting that the Galesburg Friends of 47 group also helped with the pledge night on August 30<sup>th</sup>.

Dr. Fischer started the development report by announcing an upcoming Klystron “reunion” event to be held on November 16<sup>th</sup> from 5 to 7 pm. This event will invite lapsed Klystron members and past board members to reconnect with the station and each other and hear a short program about the station and its future.

Development Director Colleen Runkle reported on events during the period. She reported on the Consider This taping with Ramsey Lewis and that it was a combined major donor event with the Peoria Symphony Orchestra, with almost 80 people in attendance. She also shared photographs from Nature Cats “visit” to Peoria, including stops at Crittenton Center, OSF St Francis Hospital and at the Butterfly Release event at Wildlife Prairie Park. She recapped the 30<sup>th</sup> Annual Volunteer Recognition Event and then reported on the two screening events held for the sneak peek of the Great Performances special Hamilton’s America. Events were held at both the Peoria Riverfront Museum and at the Normal Theatre.

Executive Producer William Baker reported on recent production efforts, including a clip of our new local production, State & Water, which features local musical groups performing in our studio. Mr. Kolb remarked that the opening for the program was very nice work and put downtown Peoria and the Warehouse District in a very positive light.

Mr. Bresnahan reported on upcoming programming and showed several clips including Art in the 21<sup>st</sup> Century and Masterpiece programs Churchill’s Secret and season 2 of Poldark.

An update on the FCC spectrum auction. Due to the FCC prohibition on certain communications in connection with the spectrum auction, the board went into executive session. After the executive session, the regular meeting resumed.

Mr. Rand offered thanks to Mr. Bresnahan, the staff and the board. The meeting was adjourned at 5:26 P.M.

Respectfully submitted,

Maurice Bresnahan

President & CEO