

## ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

### February 14, 2017 Board of Directors Meeting Minutes

Present: Chairman Andrew Rand, Maurice Bresnahan, Helen Barrick, Dr. John Day, Jerry Herbstreith, Allen Mayer (WebEx 4:24), Stephen Morris, Rick Owens, Sally Snyder, Joe Strupek, Chuck Walker  
Staff –William Baker, Luann Claudin, Jerry Kolb, Mark Lasswell, Colleen Runkle, Julie Sanders

Absent: Elwin Basquin, Dr. Cindy Fischer, Dr. Jeff Huberman, Linda Huddle, Ashley Spain, Russ Trowbridge and Henry Vicary.

Noting the presence of a quorum, Chairman Andrew Rand called the meeting to order at 4:02 PM.

Mr. Rand recognized the presence of Henry Litchfield, who serves on the station's Community Broadcast Advisory Council (CBAC). Mr. Rand yielded the floor to Mr. Litchfield. Mr. Litchfield commented that he has been a longtime viewer of WTVP and that he watches the station almost exclusively. He said that he felt that over time there has been more emphasis on entertainment and less on education. He further said that he misses the international news coverage carried on the World channel, which has been lost as a result of channel sharing World and Create. After a brief discussion, Mr. Rand suggested that a CBAC meeting be scheduled to gather additional viewer perspective on this matter. Mr. Litchfield thanked the board for its time and consideration.

In the first item of business, the minutes of two meetings were collectively moved for approval. These included the minutes for the Board of Directors meeting of December 13<sup>th</sup> and the Executive Committee meeting of February 9<sup>th</sup>. Motion for acceptance was made by Dr. Day, seconded by Mr. Herbstreith and passed unanimously.

Mr. Kolb presented the Financial Report. The December 2016 financials were presented and Mr. Kolb commented that this represents the first half of the fiscal year. He commented that the balance sheet continues to be generally in line with the previous year, but with differences in prepaid expenses and deferred revenues resulting from the timing of trips with WTVP travels. He said that the recent investment in master control equipment helped balance capital expenditures to depreciation expense. Net assets are \$275,037 greater than the previous year. On the income statement, he commented that several revenue lines, including satellite services and contract production services, are under plan, but that strong returns on the endowment result in a positive revenue variance equaling 0.9% of plan. Expenses are 6.1% less than plan, with lower than anticipated PBS dues being the largest component. Overall, year to date net income was \$(42,766), a positive variance of \$117,910. After adjustments for depreciation, principal payments and capital expenditures, net cash flow year to date was \$(203,670). Motion to accept the Financial Report was made by Mrs. Snyder, seconded by Mr. Strupek and passed unanimously.

Mr. Kolb then gave a brief review of the station's budgeted revenue sources. The underperforming satellite and contract production lines represent 2.6% and 2.2% of budgeted revenue. While not a large part of revenue, efforts are underway to find other revenue to offset the decline of these sources.

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

PBS Kids. The station kicked off the new PBS Kids channel on January 16<sup>th</sup>. This channel makes high quality educational content available to virtually every child in our community and that by virtue of being 24 hours a day, it becomes a destination that parents know they can trust regardless of the time of day. The board was reminded that to add PBS Kids, World and Create now share channel 47.3. After discussion, it was suggested that staff consider surveying viewers and members about the programming changes.

An update on the FCC spectrum auction. Mr. Bresnahan announced the end of the FCC prohibition on certain communications in connection with the spectrum auction, known as the quiet period. He added that we received our new channel assignment of channel 35 and were slated to transition to this new channel in the 7<sup>th</sup> of 10 planned transition phases. He reminded the board that auction proceeds will cover a majority, but not all, of the costs of the transition and that when we actually do transition, we will be off of over the air broadcasting for approximately 30 days.

Fiscal Year 2017 Goals & Strategies. He reviewed several items from the FY 2017 fiscal plan and the plans and progress being made on these goals. He spoke about the substantial list on the long lead schedule of future local programming. This programming represents strong commitment to our storytelling, our community and the content goal of our strategic plan.

Legislative Relations. He reminded the board that H.R. 727 was introduced on January 30<sup>th</sup> in the house of representatives, titled "To amend the Communications Act of 1934 to prohibit Federal funding for the Corporation for Public Broadcasting after fiscal year 2019". He covered some key talking points, including the tremendous value that public media represents.

Mr. Herbstreith gave a report of the Pekin Friends of 47 group. He stated that they were planning to help with March pledge and were expecting at least 50 bowlers for their bowl-a-thon on March 4<sup>th</sup>.

There was no report of the Galesburg Friends of 47 group.

Development Director Colleen Runkle reported on events during the period. She reported on two recent events, a member only taping of State & Water and the virtual golf outing. She also reminded everyone of the joint event with Peoria Symphony Orchestra on February 19<sup>th</sup>. She said that endowment contributions were good in December, including a contribution from State Farm. She also said that the Backlund Trust challenge match helped raise an additional \$15,000. She reported 15 new or reengaged Klystron members. She said that Passport, which went on line last August, has been responsible for over 100 new memberships and over \$6,000 of membership revenue. She stated that efforts are underway for the annual auction, with some slight changes intended to enhance revenue.

Executive Producer William Baker reported that after discussion both internally and with the Tomczyks, that the Stacey Fund has been established in support of local productions. These local productions were

a great love of Stacey's. He then reported on recent production efforts, starting with two clips from the recent State & Water taping featuring Chicago Farmer, who talked about his love for public television. He also shared the promotional video for Nature Returns to Emiquon. He finished with a clip from the upcoming program on Peoria in the 1950's.

Julie Sanders reported on promotion efforts, including our local PBS Kids kick off program, which received coverage in Current, public media's national industry magazine. She also talked about planned upcoming screenings of our Emiquon program. She then showed two clips including one with recent PBS highlights and a promo spot for the Masterpiece: Victoria and Mercy Street season finales.

Mr. Rand added comments that a response to the segregation issues raised by the auditors was presented to the Executive Committee and that the measures were subsequently approved by the committee.

Mr. Rand offered thanks to Mr. Bresnahan, the staff and the board. The meeting was adjourned at 5:36 P.M.

Respectfully submitted,

Maurice Bresnahan

President & CEO