

# ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

## Development Committee

### Minutes of the Nov. 2, 2011 meeting

Present: Steve Backlund, chairman; Elwin Basquin, Jerry Herbstreith, Barb Leiter, Lorrie Wu. Staff: Luann Claudin, Jennifer Davis, Angie Spears, Chet Tomczyk.

The meeting convened at 3:30 p.m. in the 2<sup>nd</sup> floor conference room at WTVP.

The committee reviewed: The status of our Membership, Major Donor and Underwriting funds; the most recent and upcoming Pledge Drives; Strategic Planning per the Development Team; recent direct mail including the Endowment letter and Calendar Year-End letter; Bradley Basketball sponsorships; Auction and future special events, including a 40<sup>th</sup> Anniversary event and Klystron event.

Ms. Davis reported to the committee that total membership is up slightly in 2011 vs. 2010. WTVP added 88 members, seeing a gain in new members, Klystron and Corporate Council, but a decline in renewing members. Membership dollars are down. Projections were not met in either 2010 or 2011. Major gifts were also down 11 percent in 2011. Underwriting, however, is up almost \$15,000 over the same time period last year. Thus far this Fiscal Year, we have secured \$109,500 in underwriting.

The committee also discussed Pledge Drives with some discussion on how the pledge schedule is determined. Ms. Davis listed the goals per the Development Department's Strategic Plan, with favorable comments from several committee members on running new development spots during every break. This led to some discussion on who in the community could be recruited to do spots.

Significant time was spent discussing events, including the 40<sup>th</sup> anniversary event on Dec. 3 where we will ask members to wish WTVP Happy Anniversary. The committee also talked about Klystron event options and a holiday children's event.

Mr. Backlund requested that the committee consider ways to make the Auction more exciting and profitable since the amount raised doesn't match the time and work invested. Discussion included a private auction preview for Klystron members. The committee decided to hold a special meeting centered on the Auction immediately prior to the January 2012 BOT meeting.

Meeting adjourned at 5:15 p.m.

