

# ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

## Development Committee

### Minutes of the May 21, 2012 meeting

Present: Steve Backlund, chairman; Elwin Basquin, Jerry Herbstreith, Barb Leiter, Nancy Levenick, Lorrie Wu and Chet Tomczyk.

Staff: Luann Claudin, Jennifer Davis, Angie Spears.

The meeting convened just after 11:30 a.m. in the 2<sup>nd</sup> floor conference room at WTVP.

Auction Director Luann Claudin updated the committee on the success of the 2012 Auction. The goal was \$96,000. To date, we raised \$98,603 and, if all outstanding monies are received, the Auction will have raised a total \$101,128 – the most in years. With more staff, there was more focus on the Auction this year. Gains were realized across the board: more merchandise, underwriting, express bids sold and more tickets sold for the big raffle. There was also an updated look to the Auction. We involved new volunteers and added some new on-air talent.

Development director Jennifer Davis then updated the committee on the plans for the June pledge drive, which will be from June 1-10. There will only be three live nights, but she noted a continued emphasis on training new on-air talent. She also noted that one new phone group approached the station to participate.

The committee then focused on discussion of hosting a gala fundraiser centered around Klystron and prospective Klystron members and themed around the Masterpiece hit, Downton Abbey.

The date Jan. 5, 2013 was chosen because it doesn't conflict with other major fundraisers. The Country Club of Peoria was selected as a venue. The committee discussed ways to make the event profitable, including a silent and live auction and the need for multiple types of sponsors: table sponsors, auction item sponsors and overall event sponsors. The need to have board members buy or pre-sell tables was also stressed.

The committee then set its next meeting for 3:30 p.m. August 1, 2012 before adjourning at 1 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Jennifer Davis". The signature is written in black ink and is positioned below the text "Respectfully submitted,".

Jennifer Davis, director of Development