

MINUTES – LETA Executive & Finance Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, September 13, 2012

LETA Present

Glenn Kinsey • Barbara DeCuir
Paul Sawyer • Chris Goudeau
Wayne Berry • Payton John
Dr. Bill Arceneaux – FELPB

LPB Staff Present

Beth Courtney • Christina Melton
Clay Fourrier • Joanne Gaudet
Barbara Williams • Bob Neese
John Tooraen

1. **Call to Order:** Glen Kinsey called the meeting to order at noon.
2. **Minutes Approval:** The minutes were presented from the previous meeting for approval. **Motion:** moved and Chris Goudeau seconded that the minutes be accepted and adopted. **Action:** Motion carried.
3. **LETA/Foundation Finance Report:** Paul Sawyer & Joanne Gaudet: As of September 13, we are 16.7% through the fiscal year and 14.4% through our annual expenditure budget. We remain in line and on track with the current fiscal year budget. Total revenue to date is \$1,617,738 which is 18% of our overall budgeted revenue, and is comprised largely of general fund revenue from the State. We have received 25% of our general fund revenue, which is \$1,510,587 of our projected \$6,042,353 general fund budget. Self-generated revenue is \$107,151, which is 5% of the total projected self-generated budget of \$2,061,451. This includes the usual: Lottery, Foundation rent, truck uplinks, and others – all which are on track with budget projections. Total expenditures to date are \$1,284,574. The largest expenses to date are personal services – salaries and related benefits – in the amount of \$1,017,832 which is about 15.6% of the projected annual personal services budget of \$6,535,854. Other major year-to-date expenses include \$230,954 for operating services – which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc. – and \$28,297 in interagency transfers – which consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$333,164. **Motion:** moved and seconded that the financial reports be accepted. **Action:** Motion carried.

FLPB Report: Payton John reported that Friends Annual Meeting was Tuesday, September 11 at LPB. Patti T. Harper is 2012-13 Chairman of Friends of LPB. The official kick-off of our *Art & Travel Auction, Art Rocks!* will be held on Friday September 21st from 5:30 – 8:30 here at LPB. Due to logistical issues, the staff decided to move the event to LPB. The artwork will be displayed in the hallways on the 1st floor and will remain through the auction. It will be a great evening and features 245 pieces of art. *FLPB July Financial Statement:* Membership revenue was approximately \$82,525.83. Through July, overall revenue was \$87,275.81. Expenditures for the month of July totaled \$76,800.12. Annual data processing fees to Allegiance software and technical support was \$20,949.94. This year we have budgeted \$1,260,286.80 in LPB support, approximately 6% increase over last year. Lastly, Payton thanked the board for their efforts while serving as chairman of Friends of LPB.

Chairman's Report: *Code of Editorial Integrity Resolution:* Glenn Kinsey stated that at the previous board meeting the Code of Editorial Integrity was issued to board members for review. The Executive & Finance Committee discussed the resolution and agreed to recommend it for approval to the full board at the October meeting. **Action:** Barbara DeCuir moved and Chris Goudeau seconded that the board recommend that the resolution be presented to the full board for approval. **Motion:** Motion carried.

President's Report: Beth Courtney stated that this year's President Award was presented to Secretary of State Jay Dardenne and received by his wife and son in his absence at the Friends of LPB Annual Meeting. Beth stated that we are doing very well in our overall pledge drive. Beth introduced the board to two new projects. ***Alive! in America's Delta*** which is a six-part high-definition series taking viewers deep into the wilds of America's largest river delta and the northern Gulf of Mexico. LPB is thrilled to announce that we have teamed up with the Louisiana Department of Wildlife and Fisheries on an exciting new nature series for national distribution. **Louisiana Digital Media Archive:** Producer Christina Melton and LPB IT manager John Tooraen presented a demonstration of LA Digital Media Archives (LDMA) to the board. The Louisiana Digital Media Archive is a new online resource that puts Louisiana's best archival film and video at your fingertips. Developed by LPB staffers with grant funding and with the help of the

world's top experts in media archiving, the project is in collaboration with the Louisiana State Archives. A demo of the site is already available at <http://ladigitalmedia.org/>.

Turning the Tide Study Guide: Developed by more than a dozen partner agencies, the new companion teacher's guide for this award-winning documentary is now available on-line at no cost. It is being hailed by environmental educators as the most comprehensive resource ever produced for teaching about Louisiana's coastal crisis. It is already being adopted for classroom use across the country, including a Harvard charter school in Boston. Teaching strategies for using it will be demonstrated at the state science teachers conference in Shreveport in October. http://beta.lpb.org/index.php/education/tide_main/

Underwriting Report: Booked business as of September 13th is \$170,992.10 (34% goal) which includes Bernard Duhon and Paul Michael Company. Cortana Mall Kids Club is a renewal. Proposals are: La. SHIP, McGlinchey Stafford, Louisiana Travel Promotion Association, Louisiana School MSA, Louisiana Seafood Board grant for Bicentennial premieres, Associated Grocers, La. Dept. of Environmental Quality, SWLA CVB, and Baton Rouge Area CVB. *The 2012 LPB Underwriter of the Year Award* was presented to Paragon Casino Resort at the *Friends of LPB Annual Meeting* Tuesday Night. Paragon's Vice President of Marketing John Barbry and Paragon's Public Relations Manager Mary Barbry (no relation) accepted the award on behalf of the casino/resort. Paragon has provided support to LPB for nearly 15 years. Paragon routinely assist during pledge as corporate sponsors, support Louisiana Legends and have been underwriting programming since 2007. Paragon currently supports PBS NewsHour and Antiques Roadshow on Monday nights.

Programming Update: Bob Neese–September programming: The last two episodes of *Broadway or Bust* will air for the next two Sundays at 7:00 p.m. *Death and the Civil War: An American Experience Special* on the horrendous death toll from the war airs Tuesday, September 18 at 7:00 pm. *Call the Midwife* is a new series from England that looks at life of a British midwife in 1950s in London premieres Sunday, September 30 at 7:00 pm followed by the premiere of Series two of *Upstairs, Downstairs* on Masterpiece at 8:00 pm. In October, *Frontline* will profile President Barack Obama and former Massachusetts governor Mitt Romney when *The Choice 2012* premiere on Tuesday, October 9 at 8 p.m.

Production Update: Public Square: "Tax Break or Tax Broken: Louisiana's Tax Exemptions" – Each year, Louisiana grants more than \$4 billion in tax refunds, exclusions, suspensions, and other deductions to corporations and individuals. Some entities receive tax rebates even if they don't have a tax liability. So, what is the return on investment of Louisiana's tax credits? How can they be better tracked? And how do they affect state income estimates? As a 14-member Revenue Study Commission begins its review of the state's 400+ tax credits, "*Louisiana Public Square*" explores the issue on "*Tax Break or Tax Broken: Louisiana's Tax Exemptions*" airing **Wednesday, September 26th at 7 p.m. on LPB HD**. Clay Fourrier presented the *2012 LPB Fall Preview* reel to the board.

Submitted by *Barbara A. Williams* – bawilliams@lpb.org – 225-767-4200

