

## **MINUTES – LETA Executive & Finance Meeting**

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

### **LETA Present**

|                |   |                    |
|----------------|---|--------------------|
| Wayne Berry    | • | Joe Salter         |
| Gigi Carter    | • | Chris Goudeau      |
| Barbara DeCuir | • | Paul Sawyer        |
| Glenn Kinsey   | • | Deano Thornton     |
| T. O. Perry    | • | Dr. William Weldon |

### **LPB Staff Present**

|                  |   |               |
|------------------|---|---------------|
|                  |   | Beth Courtney |
| Bob Neese        | • | Joanne Gaudet |
| Barbara Williams | • | Jeanne Smith  |

1. **CALL TO ORDER:** Glen Kinsey called the meeting to order.
2. **MINUTES APPROVAL:** Joe Salter presented minutes from the previous meeting. **Motion:** Deano Thornton moved and Paul Sawyer seconded that the minutes be accepted and adopted. **Action:** Motion carried.
3. **LETA/FOUNDATION FINANCE REPORT:** We are now 50% through the fiscal year and 49% through our annual budget. LETA remains on track with the current fiscal year budget. Total revenue to date is \$4,976,310, which is 53% of our overall budgeted revenue, and which is comprised largely of general fund revenue from the State. We've received 58% of our general fund revenue, which is \$4,214,945 of our projected \$7,225,623 general fund budget. Self-generated revenue is \$761,365, which is 37% of the total projected self-generated budget of \$2,036,451. This includes \$324,683 received from the Foundation in the form of our final "Due to LETA" payment. Total expenditures to date are \$4,636,291. The largest expenses to date are personal services in the amount of \$3,433,737, which is about 50% of the projected annual personal services budget of \$6,780,515. Other major year-to-date expenses include \$751,979 for operating services which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc. and \$384,975 in interagency transfers which consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$340,019. The truck is doing well. **Motion:** Chris Goudeau moved and Dr. Weldon seconded that the financial reports be accepted. **Action:** Motion carried.

**FLPB REPORT:** T. O. Perry – *The Friends Board Orientation* has been re-scheduled for Tuesday, February 7<sup>th</sup> at 1 pm. LETA Board members are invited to attend. The special events newsletter was distributed to the board members. Events include *Cirque D Soleil: Quidam* on Sunday, February 26<sup>th</sup> at the River Center Arena, *Straight No Chaser* on Monday, April 2<sup>nd</sup> at the Strand Theatre in Shreveport at 7 p.m., and Saturday, April 7<sup>th</sup> at 8 p.m. at the River Center. Also, on Sunday, April 15<sup>th</sup> at 5 p.m. is Celtic Woman Believe Tour at the River Center Arena, and on Thursday, May 10<sup>th</sup> at the Old State Capitol is the 22<sup>nd</sup> Annual Louisiana Legends Gala and Auction. *FLPB November, 2011 financial statement:* Membership revenue was \$74,660.19. Through November overall revenue was \$724,445.10. Expenditures totaled \$75,239.27. We are anticipating a 2<sup>nd</sup> quarter transfer of \$390,000 to LPB, bringing our total support to \$652,319.24. **Motion:** Barbara DeCuir moved and Gigi Carter seconded that the Friends of LPB financial reports be accepted. **Action:** Motion carried.

**Chairman's Report:** *Review of land lease in Alexandria (Dry Prong):* A draft of the lease renegotiating the land lease agreement for the Alexander tower was presented to the board for approval. **Motion:** Dr. Bill Weldon moved and Deano Thornton seconded that the lease be accepted. **Action:** Motion carried.

LETA board members were reminded to submit their *annual FCC Governing Board/Officer Survey* (Annual Charter Report) to LPB office by February 1, 2012.

**President's Report:** Beth Courtney – *Governor's Inauguration:* LPB covered the Inauguration and it went very well. LPB has been covering the inaugurations since 1980. Beth congratulated her staff for a great job on the coverage. *Louisiana Public Square* is Thursday, February 16<sup>th</sup>. The topic is "Weighty Matters: Louisiana's Obesity Problem." Panelist includes: Dr. Peter Katzmarzyk, Associate Executive Director of Population Science, Pennington Biomedical Research Center, Dr. Kenneth Phenow, Chief Medical Officer for Blue Cross and Blue Shield of Louisiana, Department of Health & Hospitals representative, and Dr. Karen Elkind-Hirsh, MSc., Ph.D., Woman's Hospital Scientific Director of Research.

**Underwriting Report** – Jeanne Smith – FY 2011-2012 goal is \$450,000 and we gained another 4%. On Tuesday, January 10<sup>th</sup>, Beth and Jeanne traveled to Sulphur to meet with Stine Lumber Company. They met with David Stine, who heads Stine's marketing department, and Patrice Baylor, his media buyer on a number of topics. Their primary topics were the Louisiana Bicentennial documentary and LPB's public affairs mission. Due to the housing market, Stine's marketing budget has been greatly reduced, but there may be some co-op opportunities with their various vendors available. They would like to support LPB and appreciate our programming. They are interested in social media and doing more and more of that. They also met with Matt Young of Central School Arts District and Angie Istre of the Southwest Louisiana CVB in Lake Charles to discuss Bicentennial events they planned for this summer. At that time, they will be unveiling a Bicentennial mural in downtown Lake Charles.

**Programming Update:** Bob Neese – *Young Heroes:* The deadline for Young Heroes nominations is February 4. The acclaimed sequel to Downton Abbey will air on Sundays at 8PM for the next six weeks with repeats on the following Sunday at 6 p.m. *American Experience* will air profiles of some of its most colorful characters in January on Tuesdays. *Custer's Last Stand* (Tuesday, January 17 at 7 p.m.), *Wyatt Earp* (Tuesday, January 24 at 7 p.m.), *Geronimo* (Tuesday, January 24 at 8 p.m.), *Annie Oakley* (Tuesday, January 31 at 7 p.m.) and *Jesse James* (Tuesday, January 31 at 8 p.m.). *Great Performances* – Tony Bennett Duets 2 airs Friday, January 27 at 9 p.m. The legendary singer is joined by a wide range of performers including Andrea Bocelli, Michael Buble, Sheryl Crow Lady Gaga, Josh Groban, Faith Hill, Norah Jones and as he performs numbers from his Duets 2 album. Highlights include "The Lady Is A Tramp," "The Way You Look Tonight," "It Had To Be You" and "On the Sunny Side of the Street." *Doc Martin*, season five will premiere Thursday, March 1.

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