LETA EXECUTIVE & FINANCE BOARD MEETING

♦March 10, 2022♦ 12:00 PM ♦

LPB Board Room/Zoom♦7733 Perkins Road♦Baton Rouge, LA

**Members Present:** Valencia Burton, Eartha Cross, Conrad Comeaux, Sonny Cranch, and Chris Wegmann.

**Members Absent:** Julie Cherry, Dr. Tina Holland, Kathy Kliebert, and Cathy Seymour.

**Employees Present** C.C Copeland, Terri Crockett, Kim Ducote, Marlesha Ross, and Kathy Scherer.

**Special Guest:** Beth Courtney

**Call to Order:** Conrad Comeaux, Chair, called the meeting to order at 12:07 PM.

**Approve Minutes:** Conrad Comeaux, Chair, asked for the Board minutes of 1-13-22 to be approved. A motion was made by Sonny Cranch and seconded by Chris Wegmann. Motion carried.

**Financial Report:** Chris Wegmann, Vice-Chair, presented the Financial Reports for LETA and FELPB. Conrad Comeaux, Chair, asked for a motion to approve the Financial Report. A motion was made by Eartha Cross and seconded by Sonny Cranch. Motion carried.

**Friends Report:** Terri Crockett, gave the Friends of LPB report that included financial highlights for the month.

**Anchors Aweigh Boat Raffle**

* Grand Prize: 2022 Vexus AVX1980cc Boat valued at $39,995 from Boat Stuff
* Deadline to enter is Monday, May 30 at midnight. Drawing will be held on Wednesday, June 1. The winner will be announced on Facebook.
* Tickets are $50, buy 2 and get one ticket FREE!
* Current revenue: $30,705, an 14% increase over the previous spring raffle.

**Legends Gala and Silent Auction - Thursday, April 28, 2022**

* Current revenue: $198,100
* The Legends Gala is officially sold out. Congratulations to the Friends Board on a job well done! The board set a goal to sell every ticket, and make this event the most sought-after ticket, and this was accomplished in the first year. With the huge demand for tickets and limited space, a waiting list has been created. Any available tickets will be available on a first-come first-serve basis.
* Online silent auction goes live on Friday, April 1, and will close on Sunday, May 8 at midnight.
* Featured auction items:
  + Two original Clementine Hunter paintings *Zinnia’s Looking At You* and *Cotton Pickin* donated by the honoree, Tommy Whitehead from his collection.
  + Offshore fishing trip for up to 6 people, on a 92-foot Viking Enclosed Bridge Sportfishing boat. The trip is out of Orange Beach, Alabama. The trip is donated by the honoree, Art Favre.

**Pledge**

* Current revenue - $84,500 (Pledge revenue is down, as it is across the nation)
* Top Five Programs:
* Ancient Remedies $5,796
* Antiques Roadshow $3,790
* You Happier w/ Dr. Amen $3,660
* Suze Orman’s Retirement $3,624
* This Land is Your Land $3,520

**January 2022 FLPB Financials:**

* **Revenue****:** At the end of January, membership revenue for the month was $209,040.27. Overall revenue was $2,589,867.93.
* **Expenses****:** Expenditures for the month totaled $108,622.51.
* **Items of Note**
* AmazonSmile proceeds for the 4th quarter of 2021 = $601, a 23% increase over the 3rd quarter
* Renewal revenue is up 23%
  + Conrad suggested looking at the Yosemite Conservancy email as a fundraising template.
* Raffle revenue is up 44%
  + Terri reviewed the marketing campaign strategies and is implementing suggestions from Chris Wegmann and Matt Dardenne.
* Web revenue is up 47%

FLPB is excited to announce the hire of a new sales rep, Paula Carbo, who will begin at the end of April.

**President’s Report:** C.C Copeland reported that Production has two positions to fill. Videographer/editor Keith Crews retired at the end of February and videographer/editor Rex Fortenberry will retire in August. The IT/WEB department, also has a retiring employee, Jeanne Lamy, and that position is being advertised, as well.

The planning for “Why Louisiana Ain’t Mississippi… or any place else” documentary project, a collaboration with Jay Dardenne, is going well with over $500,000 dollars raised to date. LPB is partnering with CODOFIL on a French language teaching series, as well as a reboot of Cinéma Français that Bill Arceneaux will host. The next episode of Louisiana Spotlight will air on April 25 and will examine redistricting in Louisiana.

On Monday, March 28, C.C and Kimberly will testify to the House Appropriations Committee and questions about FY 2023 funding. C.C gave an update on the infrastructure and maintenance projects including that we are finalizing the repack, with equipment arriving now and painting to be completed by April. We hope to secure funding for Next Gen ATS 3.0. This is higher quality, has better mobile streaming, has Ultra High Definition viewing, and was discussed at the recent APTS Media Summit that C.C, Conrad, and Sonny attended.

**Other Business:** Conrad reviewed the Board vacancies. The Board will discuss a post-retirement title for Beth Courtney. March 31 is the deadline for interested candidates to submit their resume for the CEO position. Beth gave kudos to the LPB staff for their good work over the past year.

**Adjournment:** Conrad Comeaux made a motion to adjourn the meeting at 1:00 PM. Chris Wegmann

Seconded. Motion carried.

Minutes submitted by Marlesha Ross and Kathy Scherer.