

MEETING MINUTES

LETA EXECUTIVE & FINANCE BOARD MEETING
❖ **Thursday, November 14, 2013 – 12:Noon** ❖
LETA Board Room ❖ 7733 Perkins Road ❖ Baton Rouge, LA 70810

The LETA Full Board met at above date, place and time with the following attending:

<u>LETA Members</u>	<u>LETA MEMBERS ABSENT</u>	<u>STAFF MEMBERS</u>
Chris Goudeau	Phillip Juban, FLPB	Beth Courtney
Dr. William Weldon	Paul Sawyer	Bill Belsom
Barbara Decuir	Deano Thornton	Clay Fourrier
Wayne O. Berry	GiGi Carter	Joanne Gaudet
Kathy Kliebert		Bob Neese
Glenn Kinsey		Jeanne Smith
		Sissy Sharpe

CALL TO ORDER: LETA Chairman Chris Goudeau called the meeting to order at 12:15 p.m.

APPROVAL OF MINUTES: LETA Chairman Chris Goudeau called for approval of the 9/19/13 Minutes. ***ACTION ITEM: Motion was approved without objections.***

LETA/FOUNDATION FINANCE REPORTS: Joanne Gaudet presented the board with an update of finances as of the end of October 31, 2013 for LETA and the Foundation

LETA: Currently at 33% of FY 14. Current draw down of \$3,127,110 (54% of General Fund; previous year only 50%). Collected 15.5% of self-generated funds and intragency transfer budget of \$346,125. Last year was \$228, 0000 - 8% of Self-Generated & Intragency Transfer budget). In November deposited \$190,000 (\$50,000 from truck, \$90,000 from EFT and \$30,000 from GOHSEP). Overall expenses totaled \$3.1 million which is 36% of total budget.

FOUNDATION:

- ◆ Balance Sheet
 - Cash in checking & money market \$1.6 million.
 - Annual Revenue of \$330,000 - (\$50,000 from schools using Discovery (payments not received) and \$245,000 from truck which is doing so well (Fox Sports/Cox/WYES)
 - A/P is a little higher than usual at \$348,000 due to final PBS payment of \$312,000 (15% of annual funds).
- ◆ Revenue and Expense:
 - Production Revenue (\$415k); \$97k came for Alive! from LDWF/\$34k Seafood Cook-off.
 - Self-Generated Revenue (\$425k gross for truck/\$737k Cyber-channel for schools .
 - Operational Services - \$3 mil - \$2.1 mil to PBS programming/\$693k Discovery Cyber-channel.
 - Other Charges - \$50k truck net transferred to LETA before October 30, 2013. (code for truck).
 - Acquisitions - \$26k (\$20k Old State Capitol Control Room Project) They will pay us for our time and equipment
- ◆ Received \$219,000 - 1st quarter transfer from Friends deposited after October 31, 2013.

FRIENDS UPDATE: Hand-outs of the Friend's Financial Report through September 30, 2013:
Membership Revenue: \$106,150.93 and Overall Revenue \$446,881.31.
Expenses: September totaled \$98,021.92. 1st quarter transfer will be \$219,014.68.

HANDOUT: The Imagination Movers! On November 20th, LPB's Holiday Tea on December 29th and Sesame Street Live: Make a New Friend in Bossier City, February 25, 2014 and Baton Rouge River Center on March 21, 2014.

PLEDGE DRIVE: LPB's Annual Pledge Drive will begin November 28th through December 15th.

The Art Auction was an outstanding event. On-line bids began October 24th and ended November 3rd.

Friends Chairman will give a final report at the December 12th meeting for their November 30th report.

Dr. Bill Arceneaux: Before Dr. Arceneaux's report, he expressed his willingness to help the LETA Board in any way. The Board unanimously thanked Dr. Arceneaux and the Foundation. Dr. Arceneaux updated the board on the meetings held on behalf of Major Gifts and Planned Giving Below are suggestions discussed at their meeting held in October with representative from the (3) Boards:

1st- A direct mail out to 14,000 sustaining members with information for them to think about planned giving, bequeaths, wills and major gifts.

2nd- Terry Crockett did an extensive research of all PBS stations and found that Wisconsin Public Television (WPT) had produced a 30 second spot of a son bequeathing a sizeable amount of money in honor of his father with a Super Imposed picture of his father which was very touching.

3rd- We plan to produce a 30 second spot to the effect of how much we love LPB programs; and also that we love LPB so much we gave money to keep the entertaining and quality of the programs on the air.

Board suggested using the term LEGACY, instead of Planned Giving.

Chairman Goudeau asked if Life Insurance Policies had been discussed.

Beth had already addressed that with Frank McArthur, whose expertise is this very subject. Dr. Arceneaux said future discussion will be made at the December meeting. Dr. Arceneaux complimented Terry Crockett on her enthusiastic research.

Beth announced that Terry Crockett attended a Developmental Conference which is helping her lean about a lot of other activities. Beth said the Boards emphasis has allowed us to do this and we're appreciative. Beth further recognized we are trying to learn as much as we can without spending a lot of money. We are still paying dues to PBS and know that the future is Planned Giving. Phillip Juban noted he had seen a seminar to learn more about this subject and was impressed. Dr. Weldon suggested seeking out the advice of his niece's friend whose expertise is Fundraising. He has been successful at the University of Georgia and Alabama, and has been lured into Big Business. Dr. Weldon will see if he can give us some ideas along the lines of a charitable basis. Glenn Kinsey and Beth discussed the new Tax Code for those that are 70 and have a 401K. You may pay a certain amount out of this as a Gift. Beth just came from a meeting at BRAF regarding this topic. Also, this year allows you to give double at a certain level. Dr. Arceneaux finalized his report by stating this topic will be discussed in future meetings.

PRESIDENT'S REPORT: Beth brought the Board up to date on the 5th Congressional Debate between Vance McAllister and Neil Riser, both Republicans from Monroe. It aired November 8, 2013 Live at 7:00 PM on *The State We're In* with two moderators along with Shauna Sanford and Charlie Whinham. Beth was very pleased with the informative questions and felt they were interesting. Beth concurred that this is part of our mission and it was very exciting for the viewer's to hear both candidate's views and opinions prior to the election. This is an area we will continue in following with our mission. Beth informed the Board of our Yearly Review with Civil Service. They checked a few items where the paperwork was not properly signed when employees had added responsibilities and duties. We are waiting for their report, but have corrected the items addressed. Beth asked about any thoughts of Civil Service's accountability to LPB employees, since LPB employees are not funded by the State. Future discussion on LPB employees being placed as Unclassified Employees was noted. Beth informed the Board of her recent meeting of the Commission of Civic Education Board of which she is Chairman. There are approximately 20 members including PAR, CABL, The Louisiana State Bar and LA Department of Education. Most exciting was the inclusion of the Legislative Youth Advisory Group for Young students. Beth brought up the issue of Ken Burns's latest project, entitled "*The Address - A Film by Ken Burns*". He filmed students in Vermont as part of a passing curriculum in a school with children with learning disabilities. It is a moving documentary and will be aired in Spring, 2014 We have applied for a Grant to go around the State of Louisiana having students film themselves reciting the Gettysburg Address and uploading on our website. If you have any ideas for the grant, please let us know; the deadline is coming up December 2nd.

Beth brought the Board Up-To-Date on Educational Services:

With the generous partnership with Entergy; LPB has a 6-year partnership between Entergy New Orleans and 10 child care centers that struggled back to survival following the Katrina disasters. Our Board

Member, GiGi Carter, initiated this project. Lenora Brown and Gail Nettles provided professional development for this year with a training session December 10th at the Dolores T. Aaron Charter School in New Orleans. Each center will receive a Sid the Science kid SuperFab Science Lab, a mobile science lab that contains all the manipulatives needed to implement the 24 lessons corresponding to the television episodes. Board members wishing to attend, please call Lenora Brown or Gail Nettles at 225-767-4209.

BILL BELSOM UPDATE: Bill reported on a legal issue that arose after a few days of the televised debate between Neil Riser and his opponent, Vance McAllister on LPB's live broadcast debate on "*The State We're In*". Neil Riser used LPB's footage as part of an attack ad against his opponent saying he was in favor of Obama's expansion on Medicaid. We called and informed them of our rights of any footage produced at LPB is therefore, legally copyrighted, and can only be used by us. I informed them they could use a quote from the debate, but not the actual footage. This was the first time someone refused and exercised their right to the fair use exception. We issued a letter of cease and desist; but the election was a couple days away. The Board recommended having a document in place prior to taping anyone; acquiring signatures making them aware of LPB's copyright and rights to prevent future usage of this and waiving any fair use; especially being in the "You-Tube Era" Everyone was in agreement is having future documents in place for them to sign. Beth stated that it is part of our Mission as an Informed Democracy; and with re-election year coming up; we will be planning future Debates for our viewers. Bill stated that usually you only have a problem by the nature of the race. Chairman Goudeau suggested having an official document for them to sign prior to filming to eliminate the fair-use legal problem.

UNDERWRITING PLAN: Jeanne Smith reported for Fiscal Year 2013-2014 an underwriting goal of \$500,000. Underwriting is at a 25% increase. Plans are in the works to recruit two or three additional large donors (e.g./ Raising Cane's). and to secure underwriting from five private foundations or individuals. Increase the count of underwriters including smaller firms. Plan to be on road T/W/H. Identify available grants but minimize grant-writing. Attended NETA Conference where Christina Melton and D-Ray received **THE NETA AWARD** for Best Performance for "**Sunshine by the Stars**". Jeanne stated it was an honor to be a part of the conference; and during break-out meetings, everyone asked questions on production of this project. It was very rewarding. Jeanne also announced to the Board that in North Louisiana that LPB's Broadcasting of "Sid the Science Kid" character will be at the Sci-Port Center in honor of their 15th Anniversary, to celebrate with an activity, along with cake and Sci-Ports famous Liquid Nitrogen ice cream. Please inform friends and family they get their pictures taken with Sid and get to take home an LPB Goody Bag. All the children will get to experience hands on with the **VINCI Home Tablets** with contents of Sid. The date is Thursday November 21st through Saturday, November 23rd.

PRODUCTION UPDATE: Clay Fourrier gave a list of current projects and status of completed ones. Partnering with PBS NEWSHOUR WEEKEND and placed our first local insert. LPB was the first station to place an insertion. Also, PBS NewsHour recently broadcast our story on the Asian Tiger Shrimp, an endangered species. In 2014, LPB is partnering with PBS for an online FILM FESTIVAL. They were impressed how we work with independent filmmakers in every area; even in the editing stage. Beth stated there are 32 stations doing this Film Fest in the Spring. Beth also stated that Donna Lefleur's Whooping Crain could make it towards a National Level. Beth also asked for ideas in seeking solutions to get each city in Louisiana to exhibit things of South Louisiana and North Louisiana that we can learn from. We would want someone to host this, need characters and have a partnership with an Arts program. If you have any thoughts regarding art, photography along these lines, would appreciate any input. Clay continued with production of Behind the Scenes Antiques Roadshow will be airing and Black Bear Comeback and Alive! episodes for pledge drive. And the best for last, we received the latest **National Award** for Performance from NETA for "**Sunshine by the Stars**". Christina Melton and D-Ray accepted the award for LPB. The show has since been aired nationally and we have received requests for DVD's from coast-to-coast. Everyone at NETA were full of questions and excitement involving this project as were all at LPB, Board Members, Staff and the people of Louisiana.

PRORAMMING HIGHLIGHTS: Bob Neese presented a hand-out of LPB's upcoming shows:
GREAT PERFORMANCES – Barbara Streisand Back to Brooklyn (Fri. Nov. 29 at 9pm)
RETURN TO DOWNTON ABBEY –(Sun., Dec. 1 at 8pm, Dec. 8 at 6pm)
ELTON JOHN CONCERT – Thur., Nov. 28 at 8:30pm, Sun., Dec. 1 at 9:30pm and Sat, Dec 14 at 10pm)
ANTIQUES ROADSHOW BATON ROUGE: BEHIND-THE-SCENES (Mon, Dec. 2 at 7pm, Sun. Dec. 15 @ 4pm)

GREAT PERFORMANCES – [PAVAROTTI – A VOICE FOR THE AGES (Sun., Dec., 8 at 7:30pm
ALIVE! IN AMERICA'S DELTA – BLACK BEAR COMEBACK (Mon., Dec. 9 at 7:pm, Sun, Dec., 15 at 5pm)

OTHER PROGRAMMING NEWS:

- **Young Heroes competition is underway**
- **Thomas the Tank Engine event Monday, November 25th at LPB for filming of “King of the Railway”**
- **The Address – Gettysburg Address-asking people to record themselves reciting and uploading to the WETA website. Applying for a grant to take part in online project**
- **Ken Burns’ documentary on The Address will premiere in April, 2014**

ANNOUNCEMENTS BY BETH:

Alive! John Goodman recorded 3 segments; but will do a voice-over due to a cold. The contract was extended for more time on filming with LDWF; due to legalization on fish.

The next *Alive! In America's Delta* will be on Alligators for Episode Six.

BRAF-interested in underwriting Downtown Abbey's Season Four **as part of their 50th Anniversary** which premieres in January.

Natchitoches – Rose Long on Friend's Board wants us to cover a huge celebration.

Henson Moore – Battle of New Orleans Bicentennial Commission of 1812 partnership project.

All Star High School games and highlights – we are pleased with revenue with our trucks

Thanksgiving gathering on November 20th.

Neal Shapiro wants to partner with us in joining the MMG Arts Initiative; Donna Lefleur will head this.

Sid the Science Kid sponsored by Entergy was held in New Orleans, Tuesday, December 10, 2013

Louisiana Public Square for November 27th at 7PM: Topic is “Exploring Louisiana’s Insurance Medical Exchange” and is quite challenging. Kevin Gautreau is interviewing people of several areas. Kathy Kliebert, Board Member, suggested we could contact her Policy Director who follows this very topic day-to-day. His name is Rocky Thompson and email is Thomas Thompson.

CHAIRMAN’S CLOSING SUGGESTION: Chairman Goudeau made a suggestion regarding LETA Board Member Vacancies and especially those who are not attending Board Meetings. In order not to have problems with a quorum; he suggested making personal phone calls to see if they wish to serve or step down. Without changing the By-laws, if they miss 3 meetings (which would be 6 months) you would be notified by letter of the Board, of the by-laws and their decision to serve or choose to step down. Beth noted we have asked Boards and Commissions regarding AFL-CIO and one other Congressional District; but there are over 400 Boards and vacancies are slow to be filled.

ADJOURNMENT: With no further business the meeting adjourned at 1:30 PM with no objections.

Submitted by: Sissy Sharpe ❖ ssharpe@lpb.org ❖ 225-767-4200