

MEETING MINUTES

LETA FULL BOARD MEETING

❖ **Thursday, December 12, 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	Sandy Breland	Beth Courtney
Dr. William Weldon	Dorothy Brown	Bill Belsom
Fr. James Carter	David Bondy	Clay Fourrier
Wayne O. Berry	Felicia Harry	Joanne Gaudet
Glenn Kinsey	GiGi Carter	Bob Neese
Barbara Decuir	Kathy Kliebert	Jeanne Smith
David Bondy	James Purcell	Sissy Sharpe
Barry Landry	Deano Thornton	
Phillip Juban, FLPB	Carolyn Hill	
Wayne Berry		

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

MINUTES APPROVAL: Chris Goudeau called for an ACTION ITEM for approval of the Minutes from the 10/10/2013 LETA Full Board Meeting.
Motion was approved without objections.

LETA/FOUNDATION FINANCE REPORTS: Joanne Gaudet presented The LETA Boards' Financial report for November 30, 2013. We are presently 22% of our annual projected personal services projects budget. Joanne stated that our other major operating services for LETA is at 668,000 for operating maintenance, & utilities contracts, facility satellite leases, land and tower leases. The total Net of Revenue Expenses was 99,018 Thousand. From our LETA present stand point, we are right where we should be. The next sheet is the Balance Sheet for the Foundation. As of November 30th we have \$306,000 in our checking account and 1,002,190 Million in our Money Market Account. Also, Mr. Meek told some of you that our investments seem to be doing well. Our investments are valued at 29.8 million as of the end of October because there is always a month lag when we do the reports. Our next sheet reflects the expenditures of the Foundation. Our trucks so far have sold us \$556,000 with a net of \$234,000. Last year we had a net of \$177,000, so we're about \$50,000 ahead of our truck business. Expenses-Other Charges is \$332,297.58, reflects what the Foundation transferred over to LETA from the truck and project net revenue. Glenn Kinsey reflects that was essentially a transfer. Joanne stated that in being accountable when transferring under operations; since we run the trucks and net projects from the Foundation to the state it just zeroes out in the Foundation at the end of the year, in that anything we net is considered reimbursement for the staff time and expenses for that year. Beth informed the Board that the State told us to Self-Generate, so we had to pull personnel to do football games using our trucks to do so; and that is the only way we can Self-generate revenue. So at some point you get off mission; but it is really a challenge. The trucks were under the Foundation because the State doesn't give us all the revenue we need to run the trucks. Joanne stated that is why the State owns the titles because the State doesn't provide the money it takes to upkeep the trucks; but it takes money to make money but the state isn't provided us with any money for upkeep on the trucks. Chris Goudeau asked who owned the Titles to the truck. Joanne said LETA has the Titles. Beth stated we had it originally with the Foundation, then transferred the Title over to the State but because we run the revenue and expenses through the Foundation and to not get confused because we didn't want the added expensive responsibility of insurance. With only a little Capital Outlay money to use; Beth continued to express the complicated process of trying to Self-Generate; but it is all clean, legal, and transparent and our Auditors see the rational in it. Beth and Joanne stated that the State Revenue Fund pays 55% of our State Civil Service Employees' salaries only, so we are short 45% of paying our salaries; so we **have** to generate the money to put in the state to pay salaries. The point being --this isn't what anybody else does in government. They may have a grant or federal funds; but they don't go out and do a business. It is a challenge. Glenn Kinsey asked if we are able to self-generate with what we have. Beth stated that are trucks are being used to cover football games and we are even doing all Super Dome Play-off Football Games and and we are not airing them; those are aired on Fox; we're basically doing it to generate money. Our problem is we don't have enough personnel here to help with (example) an interview show that needed to be done on a particular day or enough personnel to run another truck or enough personnel at the office to take care of day-to-day upkeep with the

generators; plugging all the holes in the wall from our ARTS AUCTION, and paint. Also, another major problem with the production trucks is you have to keep updating things to do football games to TV. We had to buy an Elvis which is a slow motion device needed for the football games so you are forever investing money into it; but we need to Net money out of it and it becomes a huge challenge. So they force us to either to lay off personnel, fire four people or make more money. The dollars and cents are playing out okay, but we constantly have to call on the Foundation to draw money out, but this is the First Time Ever we have had to do this in all these years and that's because we have finally hit the wall. Chris Goudeau asked if out of the Foundation's 1.6 Million if we were using the principle on that. Beth and Joanne both stated no. Our income authority is up to 1 million and we are below that for right now; but soon could hit a brick wall.

FRIENDS UPDATE: Philip Juban, FLPB Chair, presented the Friend's Financial Report. He stated we are in the middle of our December Pledge Drive Membership Revenue with a Goal of 275,000 and thus far have raised 178,000. We are waiting for the final report of last night. We were very successful with the Black Bear Comeback Program that aired Monday night which brought in 10,000 pledges. This Sunday night we will wrap the Pledge Drive up; so we're bringing back some of the things that were very successful example **The Celtic Women, Downton Abbey**, and a few things like that so we hope we will be successful. To bring you up-to-date for 2014 Legends, we have so far confirmed Governor Mike Foster, Elton Kennedy, Dale Brown, Mary Frey Easton, and we are still waiting on a confirmation from Buddy Guy and Shaquille O'Neal. As far as our financial report, October member revenue was \$78,681. Total year-to-date is \$695,000. On total revenue, we are over 133 Thousand of where we were last year; which were part of the 2 Planned Gifts that came in this year from George Daniel and another by Leland Majors. If you subtract that off, it will show that we are right on budget. We wished we were making more, but are very happy that we are on budget. The Board applauded the Friends accomplishments as excellent.

Beth informed the LETA Members that after the Friends Board Meeting of December 3rd; the Members were on-air answering the phones during the Pledge that evening. Beth acknowledged that Willie Mount of Lake Charles who has really helped doing some spots for us and Laura Linsey from Baton Rouge and they are all members of the Visionary Society and that makes a huge difference; so we have an excellent board and I thank everyone for being here.

PRESIDENT'S REPORT: Beth then called on Lenora Brown and Gail Nettles of our **Educational Outreach Services** to Address the Board on their activities from our Educational Services Department that they held just this week and for those who do not know, Lenora Brown is our Ready-To-Learn Director. Beth stated that what Lenora is going to present is being provided from a Grant from Entergy that allows us to do this in Pre-School, and as I look over to Barry with Board of Regents, we just have some things for new pilots for Pre-Schoolers. Lenora Brown told the Board that they she and her Education Staff have been involved in a partnership with the City of New Orleans Entergy project for the past six years working on a science pre-school project entitled Plug In, Power Up, and Entergize inspired by Sid the Science Kid. This is specifically to provide and promote Science for Pre-School. Currently, we have 10 child development centers and this year we were fortunate enough to be invited to work with a renewed Charter School which has 3 Pre-School teachers and it is right across the street from one of our child development centers in New Orleans east. So we have about 30 teachers involved in the project and over 600 children and ALL are Pre-Schoolers. This year because of Core Standards and teaching strategy goals, we wanted to make sure that the teachers in Science had hands-on activities, which is for children. Each center receives a Sid the Science Kid SuperFab Science Lab, which is a mobile science lab that contains all the manipulatives needed to implement the 24 lessons corresponding to the television episodes. The topics range from human body and health, light and shadows, backyard science, tools and measurement, to weather and seasons. Each teacher received a science notebook with lessons and activities, and all the equipment goes along with the lessons. We also have DVD's that go along with the lessons. In the labs are even letters, seasons and brain teasers. We provide the children with digital grow kits that they can grow their activities in and we have prisms and tubes.

Beth noted that we have received measurable results that I can show; and I'm trying to get this moved into the main stream because this is what we should be going. Beth asked the Board she would appreciate any suggestions or thoughts you may have. I know if you have a Pre-School child, you are already doing these activities right now watching the shows. Lenora also stressed that they are trying very hard to get Pre-Schoolers interested in Science and we're having a Sid the Science Kid Camp for Pre-Schoolers.

Beth thanked Lenora and her whole Educational Staff of LPB for sharing this exciting information with the Board. Beth announced we just got another Grant for the Peg Plus Cat activity. It consist of 100 days of activities; and with that Grant comes media kits which include 3 Kindle Fires, 3 Peg Plus Cat buds, resource material and it will be 100 days of math activities and will be participating in the community. However, we have to have a conference with PBS prior and it will take place sometime in January.

Board Member Barbara DeCuir asked about Peg Plus Cat. Lenora explained it is a math program for pre-schoolers and it takes in all of the pre-school math concepts in terms of working with digital media with children and that is the new thing our children take to—I-Pads, computers and I-Phones. Bill Belsom explained it is like a math show (incase you need help in that area). It also works on so many levels; like going over shapes or counting chickens and counting by 10's; even the background tries to get you to de-mistify some things. There are even erased calculations in the background with symbols, shapes, and numbers, all

making it less boring for the kids. Lenora Brown noted that Peg Plus Cat is also getting children interested in science activities. We just discovered in talking with the Principals of the schools that there is a Science Academy for girls in elementary and middle schools in New Orleans now. Board Member Barbara DeCuir stated there is also a program called Goldie Blocks for just girls and it is focused on engineering. Beth said that these programs that come on our air broadcast that you don't really see unless you have small children or grand-children are so well designed and have such deep research behind them and are not just TV shows. Everything in Peg Plus Cat has been developed using Math Professors, people who know how to address early childhood and these are all the resources needed here in the class rooms. Children are truly attracted to these and you couldn't have better experts in the country involved in this and are bringing in measurable results. Beth and the Board thanked Lenora and her Staff for such an excellent degree of advancement for our younger children.

Beth updated the Board that as an example of how many people watch these shows we advertised and held an event that Thomas the Train LIVE in the studio will be at LPB on Monday and on a cold rainy Monday we had Thomas the Train live and we counted over 700 people who showed up for this wonderful event. Someone even noted they didn't know there were that many 2 and 3 year old boys in this vicinity, but they also came from far away and the event was extremely popular. Beth thanked the outstanding Education Team for all of their outstanding effort. Lenora Brown concluded her presentation with the message that they train the parents how to use the materials. Board Member Barbara DeCuir concluded that the benefits of LPB's Children's shows are very impressive and that is all she allows her children and grandchildren to watch. Being an educator, she is very impressed with the benefits of LPB's children shows that are not only interesting but educational and there is even a section for parents.

UNDERWRITING UPDATE: Jeanne Smith reported to the Board that the Sweet Potatoe Commission has completely underwritten "Peg Plus Cat", so please be sure and buy Louisiana Sweet Potatoes and Bruce's Yams. Currently we are at 46% with 233,000 on the books. We just received a big boost from Our Lady of the Lake, sponsoring Downton Abbey for (\$17,000). Also, the Lake Charles/Southwest Louisiana CVB also came on board with \$7,145; as well as the Louisiana Strawberry Board; so we really had a good month. There are a few proposals out there; making a big effort with Bell Belsom helping me. We have 12 proposals we are presently waiting to hear back from. Beth asked the Board should you hear of any new company that has just come in please let us know.

Chairman Chris Goudeau stated he is trying to find out who will be over Bell Helicopters that's coming to Lafayette and will let us know. Beth thanked everyone for looking out for new opportunities.

PRODUCTION UPDATE: Clay Fourrier reported to the Board that 2013 at LPB has been another productive and successful one for the LPB production department. Highlights of the 2013 productions include our **Sunshine By The Stars** project which won the Highest Award any PBS station could win **THE NETA AWARD**— is now being distributed throughout the US by PBS Plus. It's been highly successful! Since being distributed less than a month ago the program has been shown in 58 markets in 27 states – with more to come! The show also recently won the NETA National Award for Performance. Additionally, we are well over half way through with our popular **ALIVE! IN AMERICA'S DELTA** series. **The Whooping Cranes Majestic Return, Black Bear Comeback** and then upcoming in January **Delta Guardians** – where you will follow agents as they hunt out poachers, as well as hunters and fishermen who have gone well beyond their limits! Coming up for March will be the remaining three episodes, including **Endangered in the Gulf** (about marine, mammal and bird species in this Gulf Coast region that are in danger of being lost forever and the steps being taken to prevent this), **Life on the Edge** (about the Mississippi River Delta), and **Alligator: King of the Swamp** (showing sites of a variety of alligators). We have also partnered with the **PBS NEWSHOUR WEEKEND** with our weekly local inserts. Additionally, they recently broadcast our story we produced on **Tiger Shrimp**. A good year with product from a really fantastic creative team of producers, directors, shooters and editors! Beth noted to everyone that John Goodman is the narrator for the **ALIVE! SERIES**. Beth noted there will be a repeat of the very interesting Louisiana Public Square Show **Stems**.

PROGRAMMING REPORT: Bob Neese gave a schedule of upcoming shows:

1. Marvin Hamlisch: What He Did for Love on Friday, December 27, 2013 at 7:00 PM
2. Live from Lincoln Center – New York Philharmonic Gala with YoYo Ma – New Year's Eve at 7 PM
3. Great Performances from Vienna: The New Year's Celebration 2014-Wednesday, January 1, at 7 PM
4. Downton Abbey Season 4 Premiere – Sunday, January 5th, 2014 at 8:00 PM
5. Sherlock Season 3 – Sunday, December 19, 2013 at 9:30 PM
6. Young Heroes nomination deadline is February 14, 2014 with winners announced February 28, 2014
7. Profiles of Salinger and Steve Hawkins at the end of January 2014
8. Downton Abbey High Tea Event at The Shaw Center for a sneak peak of 1st airing on Dec. 9, 2013.
9. Behind the Scenes Antiques Road show sneak peak in the Auditorium that was filmed in Baton Rouge

ANNOUNCEMENTS: Beth wanted to let the Board know that Ken Burns has a new project *The Gettysburg Address* in celebration of The Address. We are currently waiting to hear about receiving a grant to use to encourage people around the state to record or recite The Address and put it up on our LPB website. All living Presidents have done it as well as other famous celebrities.

Beth noted that *Louisiana The State We're In* we be discussing with a panel *Common Core* in January. A lot of changes have taken place. The Panel we put together will help relay information to the Public.

And lastly, I want to Thank all of you for all you do for LPB and have a Safe and Happy Holidays.

Chairman Chris Goudeau made a motion to Thank Beth and say how much everyone appreciates everything she does and to please keep everything going and to adjourn the meeting.

Motion: Barbara DeCuir **Seconded:** William Weldon.

ANNOUNCEMENTS/ADJOURNMENT: With no further business a Motion by Barbara DeCuir and Seconded by William Weldon to adjourn the meeting were unanimously approved and adjourned at 1:30 PM The next LETA FULL BOARD Meeting will be February 13, 2014.

Submitted by: Sissy Sharpe ❖ [ssharp@pb.org](mailto:ssharpe@pb.org) ❖ 225-767-4200