

# MEETING MINUTES

## LETA FULL BOARD MEETING

◆ August 14, 2014 ◆ 12:00 Noon ◆

LPB Board Room ◆ 7733 Perkins Road ◆ Baton Rouge, LA

**Members Present:** Chairman Chris Goudeau, Friend's Vice-Chair, Robyn Merrick, GiGi Carter, Father James Carter, Barbara DeCuir, Glenn Kinsey, Kathy Kliebert, Melissa Kyle, Carolyn Hill, Wayne Berry, Dr. William Weldon and Katara Williams

**Members Absent:** Phillip Juban, Paul Sawyer, Julie Chèrry, Deano Thornton, *Felicia Harry* and Barry Landry

**Staff Members:** Beth Courtney, Bill Belsom, Joanne Gaudet, Clay Fourrier and Sissy Sharpe.

- The LETA FULL BOARD met on Thursday, August 14, 2014 in the Board Room of Louisiana Public Broadcasting. A quorum of 12 members were in attendance. Below are discussions and Action items:

**Call to Order:** Chris Goudeau, Chairman, called the meeting to order at 12:10 PM.

**Approval of Minutes:** Chairman Chris Goudeau called for a Motion for Approval of Minutes from the June 12, 2014 Full Board Meeting. Dr. William Weldon *Motioned* and Barbara DeCuir *Seconded* the Motion. The minutes were ***approved unanimously*** by the Board Members. ***ACTION ITEM.***

**LETA/Foundation Finance Reports:** Joanne Gaudet presented financial reports as of July 31, 2014:

**LETA:** 1 month into FY-14/15 LETA is at 8.3% and 7.4% of the annual expenditure budget. Total Revenue to date is \$959,217 or 11% of overall budgeted revenue, comprised largely of general funds from the State. Currently, we are at 16.6% of our general fund revenue or \$945,368 of our \$5,672,210 general fund budget. Self-generated revenue is \$13,849, which is less than 1% of the total projected self-generated budget of \$2,466,271 and this includes revenue from uplinks and rentals. Total Expenditures to date are \$636,408. Largest expenses to date are personnel services of salaries and related benefits for \$511,759 or 7.6% of projected annual personal services budget of \$6,182,719. Other major year-to-date expenses include \$100,656 for operating services (comprised of maintenance contracts, utilities, satellite leases, land and tower leases, phones, etc.); and \$23,296 in interagency transfers consisting of civil service (at which time there is no exact figure). NET REVENUE over expenses is \$322,809.

**FY 13/14 FINAL REPORT:** Joanne presented a detailed one-page Hand-Out listing all monies received and expended under appropriate Budget Titles to give each LETA Board Member a clear breakdown of projects, monies and expenditures from last year's budget for State and LETA. (***See Hand-Out attached to Minutes***)

### **SUMMARY:**

1<sup>st</sup> Section--Total projects with the net amount through the Foundation with sent net revenue to LETA.

2<sup>nd</sup> Section---Money LETA received directly for rent or other small production projects.

3<sup>rd</sup> Section---Foundation paid to LETA for different categories of staff time. Financial Shortfall for end of FY-13/14 required a Request from LETA for \$415,475.86 to meet financial obligations.

**FOUNDATION:** Joanne continued to present the current status of the Foundation Finances. Currently in the checking account and money market is \$3 Million. Receivables are a little high at \$595,000, due to delay of \$425,000 from Discovery; along with payment not received yet for DHH's Well-Ahead program we are helping develop.

**Investment:** This category always runs a month behind (at end of Fiscal Year of June 30, 2014) and these figures will be finalized at the next Board meeting.

**Statement of Revenue:** Self-Generated funds are \$617,104 with \$698,000 of that for Discovery Streaming of classrooms.

**Expenses:** Operating Services last Fiscal Year was \$831,000. This Fiscal Year is \$104,000 due to unpaid Discovery bill of \$700,000. The bill has not arrived. A few schools haven't paid yet due to the different structures of Charter, Parochial, Private and Public School Systems. Due to this; they each have to be contacted individually.

Beth updated the Board of only signing a 1-year extension of LPB's agreement with Discovery due to The PBS Learning Media taking effect with exceptional material for classes which surpasses Discovery. Board Member Barbara DeCuir agreed. We're preparing to be able to transfer some schools over to PBS Learning Media. It is presently free; but may not remain that way. Board Member Carolyn Hill of BESE volunteered her services to help with this process when plans are intact. Joanne concluded her update that due to our office presently in the middle of an Audit; the Finalized Audit Report and Figures will be available for the next Board meeting.

*The Financial Report was approved unanimously by the Board.*

**Chairman's Proclamation:** Chairman Chris Goudeau asked to make an announcement to the Board to consider a **Motion** authorizing Beth to issue a **"Special Sense of the Board Proclamation"** being posted expressing to the Staff the Full Board's extreme satisfaction and appreciation of the work they have put forth during this past Fiscal Year. **Board Member Barbara DeCuir Moved and Board Member GiGi Carter Seconded. The Board Unanimously approved the Chairman's ACTION.** Board Member GiGi Carter graciously added that she would be happy to provide a Special Luncheon on her behalf. Chairman Goudeau added that after hearing and seeing Joanne's detailed report of last year's Financial Status, even with cuts, he was ecstatic and knows that the rest of the Board Members shares his action of the enormous job well-done. Board Member Dr. William Weldon also added his accolades as also being a member of the Friend's Board, how incredibly impressed with what Beth and her staff have accomplished over-and-over and supports Chairman Goudeau's suggestion 100%. GiGi also added the pleasure of Chris Goudeau as being the Board's President. *The Actions were unanimously approved by the Board.*

**Friend's Report:** Robyn Merrick, Friend's Co-Chair presented Financial Report as of today (8-14-14) regarding the beginning of the Summer Pledge of August 10<sup>th</sup>.

**Revenue: Membership** Revenue for the month of June (previous month) was \$79,576.83. Through June, Overall Revenue was \$2,385,680.67.

**Expenses:** Expenditures for the month totaled \$54,695.73

**Total Support:** Total support for FY-14/15 totaled \$1,339,229.37 which is an increase of 13.5% over FY-13/14; including a big thanks to Planned Giving. We hope to see more commitments.

**Summer Pledge Drive:** Pledge began August 10<sup>th</sup> and raised \$102,013 with a goal of \$265,000. Great return shows planned are "Return to Downton Abbey"-Season 5, "LPB's ALIVE!" Programs "In America's Delta: Alligator, King of the Bayou". Friend's also has concert tickets for "Celtic Woman", "Celtic Thunder" and "Ethan Bortnick". The tickets will be part of the Pledge.

**Art Auction:** Friend's popular event is their Art Auction. Currently there are 323 items, which is the cutoff. If you know of any Auction Sponsorships (example, Bed & Breakfast etc.), this would be wonderful. Travel packets are also very popular. Board Member GiGi Carter informed the Board her daughter, Ilene Carter, handles The Community Board for a number of stations that are carried in LA and MS; and recommended forwarding information to her. Beth acknowledged her sincere appreciation for everyone's help and input to the Pledge Drives. Robyn reminded the Board

Members of the **Art Auction Event on September 19<sup>th</sup> at 6:00PM at LPB** in the Auditorium. Beth reminded the Members that they should be getting their invitations soon and wants them to know this is a special event for them and a special privilege for being part of LPB. You not only get a preview of the Art items but also a special **20% discount** as a special treat before the actual events begin. Beth reiterated to put this on their calendar because this is a spectacular time and the Art is from all across the State of Louisiana. Robyn stated this being the 3<sup>rd</sup> Year to be held at the LPB Auditorium and it is totally transformed and there will be Art, Music and Food.

**Friend's Spring Event:** Legends is compiling a list between 6-8 Legendary Persons from Louisiana to be Honored in a Special Event entitled **LEGENDS** held at the Old State Capitol. So far, the Top Four Honorees have been sent invitations:

- 1- Governor Kathleen Blanco
- 2- Joe Dumars
- 3- Bill Dore' and
- 4- Rolland Golden

**Friend's Annual Meeting:** Held on September 9<sup>th</sup> at the **LPB FRONT RECEPTION AREA AND FLOWING INTO THE AUDITORIUM**. Friend's Cocktail Party and Awards Ceremony is from **6:00PM – 8:00PM**. Invitations have been mailed. Please check the Hand-Out in your book for full information on Sponsorships in regards to the ART AUCTION.

5pm – 6pm -Friend's of LPB Board Meeting

6pm – 7pm -Cocktail Party

7pm – 8pm -Awards Ceremony

Beth thanked Vice-Chair Robyn Merrick for doing a wonderful job on-air for LPB's Summer Pledge.

***The Friend's Financials and Events were approved with no objections.***

**President Beth Courtney's Report:** Beth Courtney added that Public Broadcasting Television has previews for the upcoming Fall Season and will be shown the night of the Friend's Annual Meeting in the LPB Auditorium for a special sneak preview.

**(JAG) American Graduate Day:** Saturday, September 27<sup>th</sup> is "American Graduate Day" across CPB stations and we are honored to have been selected as one of the HUB stations of which only four (4) were chosen across the United States. LPB has received a Grant from Corporation for Public Broadcasting to be part of the Jobs for American Graduates (JAG) receiving \$100,000 over 2 years to air stories about education on "Louisiana Public Square" and "Louisiana The State We're In". LPB's Shauna Sanford will be doing the interviews of our partners in the (JAG) Program. Clay Fourrier and I go to Washington, DC for their "Kick-Off". We will present a full report at our next Board meeting.

**PBS Update:** Reports have come out that viewership is **up** (and not only due to Downton Abbey). We are countering upward in relations to the Regular Broadcast Stations.

**PBS NewsHour:** PBS NewsHour will be coming from New York to Baton Rouge, LA November 1<sup>st</sup> and 2<sup>nd</sup> to do further stories They will pay us for production. I will give an update at future meetings.

**Frontline Update:** Frontline ran a segment on Baton Rouge, LA regarding the longest running desegregation case in the country, and what the present situation is with the St. George group breaking away from EBR Public School System. This was a total surprise to us as they didn't inform us they were coming. After having conversations with the Frontline Producer; we did a follow-up to their airing LIVE IN OUR STUDIO to let viewers know the situation by bringing ALL parties together for the first time for any open discussions. (Newspaper clippings of the news story were included in Board Members' Booklets) Shauna did a great narration and the group was very impressed with our format and said that was the first time they had all come together and how it helped them.

**Final Update:** Beth's special note to the Board was 2015 will be **LPB's 40th Year Anniversary**. Plans will soon start being prepared. One will be to invite the head of PBS down for a Kick-Off and a Press Conference. Also, the Digital Media Archives will be working on shows, projects and programs of which you are a part of. We signed on for September 2015, but may start in January 2015. I will report on this further to keep you updated of your participation. I will now give the floor to Bill Belsom for some wonderful news.

**Chief Administrative Officer's Report:** Bill Belsom, our Chief Administrative Officer & General Counsel updated the Board Members on receiving a Tax Credit Certificate from The Department of Economic Development on the production work of "*Sunshine by the Stars*". Bill reported the full value of the credit is \$163,000. Bill explained options of either taking 83¢ on the dollar from the State or sell the whole credit to a broker for investment opportunity. Beth reiterated this was our only project on a production scale that was large enough to be beneficial.

**Underwriting Report** A Hand Out was presented to the Board Members with an August Update on Underwriting. Jeanne Smith's FY 2014-2015 GOAL was listed as \$500,000. As of August 14, 2014 Jeanne listed Booked Business of \$102,469.92 or (20% goal); with a list of 12 Proposals. An update will be given at next Full Board Meeting

**Education Department:** Entergy has presented our Education Resource Team with \$25,000 to help with 10 Early Childhood Development Centers in New Orleans with LPB's "*Sid the Science Kid*". We are working on a Pilot for Early Childhood Development with West and East Baton Rouge Parish.

**Programming Report:** Handouts were presented to each member on upcoming programs:

**1) Three (3) Cajun Culture & History programs air on August 21<sup>st</sup>:**

"*I Always Iron My Collars First*" at 7PM; "*Atchafalaya Houseboat*" at 8PM and "*Against the Tide: The History of the Cajun People of Louisiana*" at 9PM.

**2) Ken Burns' new series on "The Roosevelts" which is the biggest event in September** profiling Teddy, Franklin and Eleanor Roosevelt. It will be a 14-hour series running Sunday, September 14<sup>th</sup> – Saturday, September 21<sup>st</sup> airing at 7PM with a repeat showing at 9PM each night. Also, a special 40-minute preview screening at the Main Library in Baton Rouge on Wednesday, September 3<sup>rd</sup> at 6:30PM. It is free and open to the public.

**3) LPB will have a live six minute segment of the American Graduate Day program** airing September 27<sup>th</sup> at 4:12 PM to discuss jobs for America's Graduates (JAG) program in Louisiana.

**4) LPB and Stine Lumber in Walker welcomes PBS Kids star "Bob The Builder" on September 27<sup>th</sup>** from 9-11AM.

**Production Report:** Clay Fourrier reported on status of productions: 1). John Folse's "Hook Lies and Alibis" new cooking show is presently being taped outside his White Oak Plantation and this being the last day of shooting; it will begins at 4:30PM if you would like to attend. Clay previewed a small segment of John Folse and James Carville as a co-host for a cooking demonstration of a dish John prepared. Beth updated the Board of 13 segments already shot out in-the-field around the State including Toledo Bend. The shows will be shown nationally; then on to CreateTV nationally. 2). Great American Seafood Cook-off just completed as LPB's yearly Event. 3). LSU Law School Center's 2015 five Distinguished Alumnus-of- the-Year Project will be leading up to the Manship Law School Awards Event on Sunday, September 21<sup>st</sup> at 1:00PM. 4). Rural Life Museum project. Updates will be presented at next meeting. 5). Debate Shows on Candidates is in the works before upcoming Election. Senatorial Debate is Tuesday, October 14<sup>th</sup> in Shreveport, LA and we are working with KLTS. Also, discussions regarding Debates on 5<sup>th</sup> and 6<sup>th</sup> Congressional Districts are in progress. Information will be forthcoming ASAP 6). "LA Public Square topic is "*Down the Road: Our Transportation Future*" airing on August 27<sup>th</sup> at 7:00PM.

**Other Business:** Board Member Kathy Kliebert, Secretary of DHH updated the Board Members on her Agency's "WELL-AHEAD" Program; of which LPB built their website that she had just reviewed reporting that it is great, and you will be able to access it on September 1<sup>st</sup>. Kathy handed out pocket cards with information on the Categories that are main wellness focused areas. Kathy further explained this program is to help all entities become informed to help encourage and teach a healthier and supportive wellness focused lifestyle. It explains the 3 levels and they will assist in helping each area receive a Well-Spot LA Sticker placed on your place of business or home to make healthier behavioral changes. Kathy encouraged LPB to also participate. The Governor's Office is presently working on their area now. Thus far Kathy reported that DHH has presented 25 Well Spot Worksites and 4 Restaurants. Kathy noted the program is currently focused in the Baton Rouge area. Clay mentioned Production is currently looking for a local celebrity to draw attention to the website and concept. Kathy asked everyone to visit the website for detailed information and will update on the development as we progress.

**Glenn Kinsey, Past Chairman's Report:** Glenn Kinsey reminded the Board Members of being appointed to a Committee by Chairman Goudeau regarding the review of "*Beth Courtney's Annual Performance*", Glenn noted that Beth's report will be ready soon for The Board's review.

**LETA Full Board Members Appointment Update by Beth:** Beth informed the members of correspondence with Boards and Commissions regarding Board Members whose terms have expired, and documentation was sent to them in April; but their department has gone through 3 Assistants which has delayed the process. We have contacted the new Assistant and hope to have an update soon.

**Adjournment:** With no further business Chairman Goudeau adjourned the LETA Full Board Meeting at 1:00PM. **The next LETA Full Board Meeting will be held on Thursday, October 9, 2014.**

*Submitted by Sissy Sharpe ~ [ssharpe@lpb.org](mailto:ssharpe@lpb.org) ~ 225-767-4200*

**LETA Self Generated & IAT Revenue FY14****(Attachment of Joanne's FY-13/14 Budget Breakdown)****FELPB transferred to LETA net revenue from the following projects:**

GOHSEP	110,458.30
Seafood Catch A Career	90,000.00
Great Seafood Cook Off	29,568.76
Alive! Series	256,445.72
Old State Capital	14,386.29
LATv	58,960.00
McCleod Series	10,748.40
DHH Well Ahead	80,000.00
DHH Seniors	7,416.50
Dept of Insurance SHIP	10,435.00
Production Truck	413,477.92
Keep LA Beautiful	7,475.00
Sunshine Production & Promo	31,319.28
Bringing It Home With Laura	20,456.25
Window In The Waves	6,020.00
Common Core Production	7,297.94
Rotary End Polio	18,800.00
Sprout proceeds	99,915.00
WARN grant-generator fuel reimbursement	1,636.95
The Address Production & Web	4,850.00
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	1,279,667.31

**LETA received revenue directly from:**

Board of Regents	1,108.38
Southern Ag	15,000.00
EBR Parish School Sys - Web design	2,500.00
Facility rental	1,200.00
Friends rent	30,376.44
FELPB rent	8,292.00
Tower rental	10,850.00
Nextel/Clearwire ITFS	136,020.00
Uplinks	59,317.48
Facility Planning & Control Interest	1,206.31
ETA Georgia production	900.00
Production anodizing service	550.00
Exxon DVD encoding	777.56
Iberville School Board spot	1,000.00
Lottery	131,400.00
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	400,498.17

**FELPB paid LETA for staff time:**

Project Overtime/Underwriting	172,923.39
Sunshine Staff Time Reimbursement	86,002.19
Administrative Support	228,212.59
Cyberchannel Staff Time Reimbursement	43,935.00
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<b>Total Staff Time Reimbursements</b>	<b>511,073.17</b>

**FELPB gave to LETA:**

FELPB Support	415,475.88
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**Total Self Generated & IAT Revenue 2,606,714.51**