

**MINUTES**  
**LETA Full Board Meeting**

LETA BOARD ROOM ☞ 7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday 8/11/2011

**LETA Board Present**

Glenn Kinsey • T. O. Perry • Wayne Berry  
Dr. Bill Weldon • Kathy Kliebert • Joe Salter  
George Sirven • Paul Sawyer • Gigi Carter  
Chris Goudeau

**LPB Staff Present**

Beth Courtney • Clay Fourrier  
Joanne Gaudet • Barbara Williams  
Jason Viso • Jeanne Smith • John Tooraen  
Candace Morgan

1. **CALL TO ORDER:** Glenn Kinsey called the meeting to order.
2. **MINUTES APPROVAL:** Gigi Carter presented the minutes from the previous meeting for approval. *Motion:* Dr. Weldon moved and George Sirven seconded the approval of minutes. *Action:* Motion carried.
3. **FINANCIAL REPORT:** Paul Sawyer & Joanne Gaudet: As of July 31<sup>st</sup> LETA is 8% through the fiscal year. Total expenses to date are \$838,755 which is 9% of budgeted expenses. Self generated revenue received through 7/31 is \$82,679 which includes receipt of payment for ½ of LETA's annual contract with the LA Lottery Corp. Projected expenses for the FY12 LETA/FELPB combined budget total \$12,334,439. These figures include annual projected revenue and expenses. Because of the steep decline in state general funds, LETA estimates a revenue shortfall of \$423,242 and will request that the Foundation contribute that amount in support of LETA. In addition, FELPB will be asked to provide an additional \$300,000 in support of local programming such as the LA Bicentennial celebration. *Motion:* Chris Goudeau moved and Joe Salter seconded the approval of the financial report. *Action:* Motion carried

**FLPB REPORT:** T. O. Perry – Friends made its 4<sup>th</sup> quarter transfer of \$186,056 for LPB support. Friends surpassed its budget goal by an increase of 2.4%. FY12 Budget Summary: Membership revenue budget is \$1,850,250, an overall increase of 3.4%. With regards to expenditures, overall budget is \$992,954, a projected decrease of .04% for FY12. Projected LPB support for FY12 increased by 6.5% over FY11 budget. August, 2011 pledge drive totals as of Thursday, August 11<sup>th</sup> is \$91,515 with 661 pledges. Revenue Goal: \$250,000 with 1,600 pledges. *Special Events:* The Summer Social which was held at Sally Clausen's home on July 26<sup>th</sup> was a great success. Friends Annual Meeting is Tuesday, September 13<sup>th</sup> at LPB with the cocktail reception at 6:30 p.m. and awards ceremony at 7:00 p.m. Invitations will be going out to the board members. *Art & Travel Auction:* Currently, there are 245 pieces of art with 15 galleries. Art Rocks will be held on September 30<sup>th</sup> from 7 – 9 p.m. at the LA State Museum. Bidding begins that evening, and the art will remain on exhibit through October 15<sup>th</sup>. Live auction is Sunday, October 23<sup>rd</sup>. 35<sup>th</sup> Anniversary Raffle: Matt McKay with All-Star Automotive Group has donated a 2012 Hyundai for the 35<sup>th</sup> Anniversary Raffle. The car will be featured at the LA State Museum during Art Rocks. Tickets will be available for purchase at \$35 and a drawing will be held from all tickets purchased that evening for 2 tickets to the LUS vs. Florida game on October 8<sup>th</sup>. LPB's Holiday Doo Wop Concert is Saturday, December 3<sup>rd</sup> at LSU Union Theater. Matinee performance is at 2:30 pm, Meet & Greet at 5:00 pm and evening performance at 7:00 p.m.

**CHAIRMAN'S REPORT:** Glenn Kinsey presented the *Attestation Questionnaire* and *Louisiana Compliance Questionnaire* from the Legislative Auditor's office, stating that LETA is following the rules for budgeting, purchasing and ethics laws. *Motion:* Paul Sawyer moved and George Sirven seconded that the questionnaires be accepted and approved. *Action:* Motion carried.

**PRESIDENT'S REPORT:** Beth introduced LPB Human Resources Director Candance Morgan to the board. Beth and Jeanne Smith will meet with President of Community Coffee, Matt Saurage on September 7<sup>th</sup> to discuss underwriting for the Bicentennial. *Gulf Watch:* Beth presented a full-page ad in the Current Magazine on Gulf Watch paid for by the CPB grant. LPB has had 330 stories on the Gulf Watch site which will be ongoing through hurricane season.

**IT Update:** John Tooraen delivered a presentation by Erik Qualman on the revolution taking place in social media. <http://youtu.be/x0EnhXn5boM>. (Ctrl click on the website to view).

**Programming Update:** Jason Viso reported on some of the upcoming highlights in September: On Friday, September 2, Justin Hines: Days to Recall premieres at 9:30 pm. Sunday, September 4<sup>th</sup> The Hayloft Gang: The Story of the National Barn Dance premieres at 3:00 pm. followed by Masterpiece Mystery! Inspector Lewis Series IV: Old Unhappy, Far Off Things premiering at 8:00 pm. On Tuesday, September 6, Frontline: Top Secret America premieres at 9:00 pm. with an encore presentation on Friday, September 9 at 9:30 pm. Also on September 6, The Map Makers premieres at 10:00pm. Wednesday, September 7, Nova: Engineering Ground Zero premieres at 8:00 pm. followed by Frontline: Faith & Doubt At Ground Zero premieres at 9:00pm.

**Production Update:** Clay Fourrier reported that we just shot our fourth Great American Seafood Cook-off at the Convention Center in New Orleans. The program will be ready for statewide broadcast in October and will be offered for national distribution in November for a 2012 release. We have several Louisiana Public Squares planned: For the month of August – "Debt Ceiling Deal: Controlling the Budget 2011". With just hours to spare, Congress passed and President Obama signed the "Budget Control Act of 2011" allowing the country to extend its debt ceiling and avert a potentially catastrophic default. What does the compromise bill mean for the average consumer? Watch "Debt Ceiling Deal: Controlling the Budget 2011" on Louisiana Public Square, Wednesday, August 24th at 7 p.m. September – "Extreme Premiums: Louisiana Insurance Rates" Louisiana homeowners face the highest insurance rates in the country, yet, rates in other hurricane-prone states are dropping. Louisiana drivers pay the second highest auto insurance premiums in the nation, but the state ranks 17th for traffic fatalities. Why are our rates so high? Explore "Extreme Premiums: Louisiana Insurance Rates" on Louisiana Public Square, Wednesday, September 28th at 7 p.m. October is "High School Dropouts". We are partnering with Red River Radio who also received a grant on the subject. The truck will go to Shreveport on Wednesday, October 19th for setup at LSU Shreveport. The program will be recorded on Thursday, October 20th for broadcast on Wednesday, October 26th. Louisiana specific programs for pledge: Jason Viso and Clay Fourrier have been working with independent producers to provide our viewers with more Louisiana programming, all to premiere during this August Pledge Drive. These include the Kevin McCaffery documentary of food and culture, Cajun Food Traditions. Then there's an Evening with CC Lockwood, featuring both his film on the Atchafalaya and Bill Rodman's follow-up, Atchafalaya Revisited. An encore airing of Charlie Whinham's Castle on the Hill will be presented, along with producer Win Reilly's documentary (soon to air on PBS), Walker Percy. Clay showed the video of these programs.

**Underwriting Update:** Jeanne Smith's updated report was distributed to the board.

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