

MINUTES – LETA Executive & Finance Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, January 13, 2011

LETA Present

Wayne Berry • Joe Salter
Gigi Carter • Carl Crowe
Barbara DeCuir • Dr. Sally Clausen
Glenn Kinsey

LPB Staff Present

Beth Courtney • Steve Graziano
Lenora Brown • Joanne Gaudet
Barbara Williams • Jeanne Smith

1. **CALL TO ORDER:** Glen Kinsey called the meeting to order.
2. **MINUTES APPROVAL:** Gigi Carter presented minutes from the previous meeting. **Motion:** Joe Salter moved and Carl Crowe seconded that the minutes be accepted and adopted. **Action:** Motion carried.
3. **LETA/FOUNDATION FINANCE REPORT:** Joanne Gaudet – As of December 31st, we are 50% through the fiscal year. LETA has expended 50.7% of the budget, which is on target. LETA has drawn down 59% of the general fund appropriation for the fiscal year and has generated \$370,592 in self generated funds, which is 23% of the self generated revenue appropriation. Actual self generated revenue projections for the current fiscal year total \$650,000. The remaining self generated budget appropriation of approximately \$975,000 will come from Due To LETA funds. As of 11/30/10, year-to-date realized and unrealized gains from investments totaled \$2 million. The Finance Committee voted to change investment companies. As of this date, Foundation investments are being transferred from Equitas to Morgan Stanley. LETA received the preliminary FY12 budget from the Division of Administration budget office. **Motion:** Gigi Carter moved and Barbara DeCuir seconded that the financial reports be accepted. **Action:** Motion carried.

FLPB REPORT: Terri Crockett – Friends of LPB Board Retreat/Strategic Planning Session will be held Tuesday, January 25th from 11:30 am – 1:30 pm. Our goal is to attempt to assess where we are, what more can we do, have we reached certain goals that were set a few years ago, etc. We want to focus on increasing and diversifying membership. *November 2010 financial statement:* Membership revenue was slightly over \$126,000, with year-to-date totaling over \$629,000. Overall revenue through November was approximately \$142,000, with year-to-date at almost \$693,000. Expenditures totaled over \$56,000. Year-to-date expenditures were over \$372,000. Comparing to last year, we've spent \$19,000 more, but \$15,000 of this is due to *Thank You* gifts associated with pledge drive. Friends are currently closing the calendar year and will make its 2nd quarter transfer in support of LPB in the coming weeks. At this time, we are looking at transferring approximately \$335,000. **Special Events:** *Barney's Birthday Bash* will be presented Jan. 23rd in Baton Rouge, Feb. 1st in Lake Charles and Feb. 8th in Lafayette. Tickets are \$35 which includes a meet and greet. Tickets are still available for the Celtic Woman *Songs from the Heart* concerts, February 14th in New Orleans and May 14th Bossier City. Tickets are available to board members for \$75. Meet and Greet tickets are available for the Bossier City performance and are \$250 each. Friends' is in the process of receiving a \$30,000 planned gift from that was left in the will of Mr. Leith Lindow of Shreveport.

President's Report: Beth Courtney – nationally, public broadcasting is preparing for budget cuts. Beth will moderate the Board of Regents Trusteeship Conference on postsecondary education which will be held on Monday, January 31st at Pennington. **Programming Update:** Young Heroes deadline has been extended to February 11, 2011. *Downton Abbey* continues for three more Sundays on Masterpiece. *Pioneers of Television Science Fiction* airs Tuesday, January 18th at 7:00 p.m. *Westerns* airs Tuesday, January 25th at 7:00 p.m. *NOVA Science*

Now season premiere is Wednesday, at 9:00 p.m. Production Update: Louisiana Public Square's "Saving Higher Education" tapes on Tuesday, January 25th and airs January 26th at 7:00 p.m. *GulfWatch*, a multi-media project involving stories of Louisiana The State We're In, a website with videos and updates, and shared media with NPR and PBS stations in the region. We're currently shooting three programs that will premiere during the March Pledge: *The Treasures of LSU*, *Baseball, Louisiana Style*, and *Native Waters: A Recollection of Chitimacha Tradition*.

Deputy Director's Report: Steve Graziano reminded the Board to return their FCC Ownership Surveys.

Underwriting Report – Jeanne Smith – FY 2010-2011 goal is set at \$450,000. As of January 13, 2011 we have received \$147,752 (33%) and proposals of \$125,000. We have contracted a new account executive to help with underwriting and his name is Malcolm Robinson. Malcolm has over a dozen years working in public media and is sure to be an asset to the LPB Team. He will office out of his home in Baton Rouge, but will be in-and-out of the station.

Educational Services Report – Lenora Brown – ***Read Across Louisiana***: The mission is to provide a reading experience to as many children across the state in celebration of *The Cat In The Hat's* Birthday, on Wednesday, March 2, 2011. LPB is asking board members from each board to select a school and/or Child Care Center to read to children across Louisiana. LPB is partnering with The Louisiana Association of Educators (LAE) to plan the activity and inviting all teachers from pre-k through 2nd grade, as well as community leaders across the state. The book selected is *The Cat In The Hat*.

Chairman's Report – LETA Executive Session: LETA Chairman Glenn Kinsey requested that the board move into the executive session. Meeting adjourned followed by executive session to discuss personnel matters regarding the performance and evaluation of the Executive Director. Beth Courtney was given a very good recommendation as she continues to represent the Boards and staff. Motion: It was moved by Joe Salter and Barbara DeCuir seconded that the evaluation be approved and accepted. Action: Motion carried.

Submitted by Barbara A. Williams – bawilliams@lpb.org – 225-767-4200