

# LETA FULL BOARD MEETING

◆ August 11, 2022 ◆ 12:00 PM ◆

LPB Boardroom & Zoom ◆ 7733 Perkins Road ◆ Baton Rouge, LA

**Members Present:** Julie Cherry, Conrad Comeaux, Sonny Cranch, Dr. Belinda Davis, Dr. Tina Holland, Dr. Sandra McGuire, Shauna Sanford, Cathy Seymour, Dr. Quentina Timoll, Chris Wegmann, and Tracie Woods.

**Members via Teleconference-**Eartha Cross (Zoom), Dan Hare (Zoom), Dr. Courtney Phillips (Zoom), Dr. Laura Lindsay (Zoom), and Robert King (Zoom).

**Members Absent:** Nancy Harrelson, Richard Hartley and David Tatman.

**Employees Present:** C.C Copeland, Terri Crockett, Kimberly Ducote, Linda Midgett, Nancy Tooraen, Marlesha Ross, Jeanne Smith, Kathy Scherer, and Tom Whitehead.

Before the call to order, First Assistant Secretary of State, Nancy Landry, swore in Dr. Sandra McGuire and Shauna Sanford as new members of the LETA Board. It was noted that Assistant Secretary Landry will also be swearing in Dr. Courtney Phillips in person later today.

**Call to Order:** Conrad Comeaux, Chairman, called the meeting to order at 12:11 PM, and reported that only those members in person were allowed to vote since the executive order affecting such proceedings during the pandemic has been lifted. Board members introduced themselves and welcomed new members.

**Approve minutes:** Dr. Tina Holland asked for the approval of the Full Board Minutes from 6-09-22. A motion was made by Julie Cherry and seconded by Dr. Belinda Davis. Motion carried.

**Financial Report:** Julie Cherry, Treasurer, presented the Financial Reports for LETA and FELPB. Conrad Comeaux, Chairman, asked for a motion to approve the Financial Reports. A motion was made by Chris Wegmann and seconded by Tracie Woods. Motion carried.

**Friends Report:** Cathy Seymour, FLPB Board Chair, gave the Friends of LPB report that included financial

**I. Fundraising** highlights for the month:

**POWERON RAFFLE**

Grand Prize: Whole House Generac Generator from Optimize EGS

Value: Over \$13k

Deadline to purchase tickets is **Sunday, September 25** at midnight.

Drawing will be held on **Tuesday, September 27**.

Current revenue: \$57,050

**AUGUST PLEDGE**

8/6 – 8/28

Current Revenue: \$14,852

**LEGENDS 23**

All Legends honorees are confirmed, and the official announcement will take place on Friday, September 9 on *LA: The State We're In*.

**2023 Honorees**

Gayle Benson

Warrick Dunn

Gary Fields

Brigadier General Gary "Mike" Jones

The Pennington Family

**Sponsorship Levels**

Presenting Sponsor - \$75,000 - 8 Gala Tickets

Premiere Sponsor - \$50,000 – 8 Gala Tickets

Platinum Sponsor - \$25,000 - 8 Gala Tickets  
Gala Benefactor - \$10,000 – 8 Gala Tickets  
Gala Star - \$6,000 - 4 Gala Tickets

**Revenue Goal:** \$345,000

**Sponsorship Goal:** \$292,000

**Silent Auction Goal:** \$50,000

**Donations:** \$3,000

## II. **Financials – June 2022 Financials**

### **Revenue**

At the end of June, membership revenue for the month was \$204,733.16. Overall revenue as of June was \$3,767,357.23.

### **Expenses**

Expenditures for the month totaled \$79,784.45.

### **Items of Note:**

4th Quarter Transfer - \$294,652.94

Total support to the Foundation - \$2,321,538.48

Membership revenue up 15%

Raffle revenue up 31%

Support for the Foundation is up 37.5% year over year, and up 68% over the past two years.

**President's Report:** C.C Copeland, LPB President & CEO, introduced several staff members to the Board inviting each to say a few words about their responsibilities. The Board heard from Nancy Tooraen, Education Director; Tom Woodside, Engineering Director; Linda Midgett, Executive Producer; Jeanne Smith, Director of Corporate Sponsorship; and Katherine Scherer, Pledge Producer & Public Information Officer.

Linda also reported on current projects in production:

- The latest episode of **Louisiana Spotlight** focuses on people moving away from Louisiana. The Board saw a preview clip.
- We are working with Library of Congress photographer Carol Highsmith on a 256-page book with her photographs from around the state entitled ***Why Louisiana Ain't Mississippi... or Any Place Else!*** It will be a companion piece to the 4-hour LPB series by the same name, based on Jay Dardenne's Louisiana presentation. The book will be a membership gift during December Pledge. Series production is going well with many fascinating interviews with key figures in Louisiana.
- Linda also detailed the strong financial support, more than 2 million dollars total, that LPB is receiving for new productions, \$700,000 of which is from the National Endowment for the Humanities to work with a filmmaker on his documentary about the Colfax massacre. Other well-funded projects include: *Why Louisiana Ain't Mississippi*; *Ritual*, about southern rituals in partnership with Houston Public Media; *Crossing the Burning Sands*, about fraternities and sororities at HBCUs to coincide with the new series from Henry Louis Gates, Jr. called *Making Black America*; and a new French language program, produced in partnership with CODOFIL and Tele-Louisiane.

C.C added that Linda, in addition to her role as Executive Producer, will now also be Chief Content Officer. He will be hiring a Deputy Director soon, who will oversee legal policies.

C.C reported on the following:

- A recent active shooter training was conducted for all LPB staff. As a follow-up, we will be contacting our alarm system provider to make sure appropriate protocols are in place.
- LPB is in collaboration with LSU and Southern University to livestream a conversation entitled: *Champions of Education: Perspectives of Classroom Teachers*, taking place September 7.
- C.C asked the LETA Board members to prepare a Resolution for Nancy Tooraen so that she may serve on the Early Childhood Care and Education Commission for the state.
- Architectural renderings were shared that are designs for a refresh of the LPB lobby.

**Other Business:** Conrad Comeaux, Chairman, had no other business to discuss.

**Adjournment:** Conrad asked for a motion to adjourn the meeting at 1:25 PM. Chris Wegmann made a motion. Sonny Cranch seconded. Motion carried.