

LETA FULL BOARD MEETING ♦
April 11, 2023♦ 12:00 PM ♦ LPB Boardroom
♦7733 Perkins Road♦ Baton Rouge, LA

Members Present: William Bradford, Conrad Comeaux, Sonny Cranch, Eartha Cross, Dan Hare, Nancy Harrelson, Dr. Tina Holland (12:24p), Dr. Laura Lindsay, Dr. Saundra McGuire, Dr. Courtney Phillips, Sharon Reine, Shauna Sanford, David Tatman, Jeffery Thomas, Christopher Wegmann and Tracie Woods (12:25p).

Members via Teleconference: None

Members Absent: Dr. Belinda Davis and Newt Dorsett

Employees Present: Clarence "C.C" Copeland, Terri Crockett, Kimberly Ducote, Trace Purvis, Kathy Scherer, Kara St. Cyr, and Matthew Tessier.

Call to Order: Conrad Comeaux, Chairman, called the meeting to order at 12:04 PM.

OATH OF OFFICE FOR NEW BOARD MEMBERS: Matthew Tessier, LPB Deputy Director, read the oath of office to William Bradford, representing the 4th Congressional District, and Jeffery Thomas, representing the 2nd Congressional District to serve as new board members of the Louisiana Educational Television Authority (LETA). The LETA Board welcomed William Bradford and Jeffery Thomas as new members.

PUBLIC COMMENT: Conrad Comeaux, Chairman, asked for any public comment and there was none.

MINUTES: Shauna Sanford, Secretary, asked for the approval of the Full Board Meeting Minutes from 2-9-23. A motion to approve was made by Dr. Laura Lindsay and seconded by Dr. Saundra McGuire. With all in favor, the motion passed.

FINANCIAL REPORT: Chris Wegmann, Vice Chair, presented the Financial Reports for LETA and FELPB on behalf of Dr. Tina Holland, Treasurer. Conrad Comeaux asked for a motion to approve the Financial Reports. A motion was made by Dan Hare and was seconded by Dr. Laura Lindsay. With all in favor, the motion passed.

FRIENDS OF LPB REPORT: Terri Crockett, Friends of LPB Executive Director (FLPB), gave the FLPB report on behalf of Newt Dorsett, FLPB Chair:

Legends Gala and Silent Auction - Thursday, April 27, 2023

- Current revenue: \$279,000
- Online auction is open for bidding - lpb.org/auction
- The auction will close on Sunday, May 14 at midnight.
- Featured auction items:
 - Clementine Hunter paintings *Watermelon on Wood* donated by former honoree, Tommy Whitehead from his personal collection
 - Autographed Joe Burrow Helmet
 - Diamond earrings

Private Pre-Reception at the Governor's Mansion 5 – 5:45PM, 1001 Capitol Access Road

This intimate event is reserved for our honorees and their families, major sponsors, LPB Board members, and the media. Champagne and Hors d'oeuvres will be served. Hosted by the Governor John Bel Edwards and First Lady Donna Edwards and the FLPB Board Members. The Governor's Mansion requires a list of attendees for entry, including driver's license and state where it's issued. Please send your list of attendees to Charlene Moll via e-mail at cmoll@lpb.org or fax to 225.767.4463 by **Friday, April 14.** (Black Tie Optional)

Antiques Roadshow VIP Reception

Tickets are still available for the VIP reception on Monday, May 1 at the LSU AgCenter Botanic Gardens. Please contact our office at 225.767.4214 if you would like to attend. \$100 per person

Financials – February 2023

Revenue:

At the end of January, membership revenue for the month was \$173,891.77. Overall revenue was \$1,966,655.53.

Expenditures for the month totaled \$161,383.02.

Items of Note

- Passport revenue is up 9% increase year over year.
- Major donor renewals continue to do well – 14% increase year over year.
- Expenses for the month are higher
- There are approximately 19,300 FLPB members
- The interviews of the 2022 Louisiana Legends are airing Fridays at 8PM.

PRESIDENT'S REPORT: C.C Copeland, LPB President and CEO, welcomed new Board members, William Bradford and Jeffery Thomas and then introduced Trace Purvis, Public Information Director & Kara St. Cyr, Co-Anchor of *Louisiana: The State We're In*, who each discussed their role at LPB. Kara was congratulated on her Suncoast Emmy-win for the LPB series, *Safe Haven: Louisiana's Green Book*. These introductions are part of the Board's interest in meeting additional members of the LPB staff during the full board meetings of LETA.

C.C Copeland also gave the following reports and updates:

- The contract was awarded for the repair of the guy-wires for the Baton Rouge tower. The cost for this state asset will be covered by the state's Major Repairs Budget through the Office of Facility Planning and Control, with the goal to complete the repair before the 2023 hurricane season. The new guy-wires should last 30-40 years.
- LPB was chosen to serve as the fiscal agent for the Dolly Parton Imagination Library. The goal of this new organization will be to distribute books in every zip code in the state. New parents can sign their children up as soon as they are born through participation by hospitals, and it covers children from ages birth to age 5.
- C.C will be attending the National Association of Broadcasters conference. A topic that will be included is NextGen (ATSC 3.0). C.C will also be attending the PAR luncheon later this month. The guest speaker is Patrick Butler, President of APTS.
- WLPB will undergo a transmitter upgrade. It will be turned on using low power at the end of this month or early next month and once a report is submitted to the FCC, it will go to full power. Our signal will then go past Hammond, almost to Covington.
- LPB's budget requests will be presented to the House Appropriations Committee tomorrow. Items included in the budget request are:
 - WLPB and KLPB antennas.
 - A server upgrade for the LPB Tech Center
 - Production vehicles
 - Production intercom replacement
 - Building rewiring to Cat 6 cable specifications
 - Parking lot paving
 - Transmitter satellite receivers
 - Computers
 - NextGen system
 - Security camera upgrade
- The lobby design is underway thanks to a current allocation from the state.
- C.C also presented definitions for common broadcast acronyms.

Matt Tessier, LPB Deputy Director, reported on additional legislative updates for the Board. Matt provided an overview for Senate Bill 201, which would allow for remote participation by Board members of public bodies. The bill would allow a statewide public body to meet remotely for up to one third of its meetings, but not consecutively; require posting the agenda 24 hours in advance with attendance instructions disseminated to media outlets statewide; require in-person attendance of the presiding officer the anchor location for all meetings; allow for public comments before and during the meeting; and allow for Board members ADA disabilities to attend any meeting remotely.

CHAIRMAN'S REPORT: Conrad Comeaux and the LETA Board recognized outgoing Board member, Nancy Harrelson for her six years of dedication to LPB. Nancy added that serving on the LETA Board has been her honor to help further the mission of education for the state. Matt Tessier reminded Board members that the deadline for Tier 2.1 Financial Disclosure documents is May 15 for the previous calendar year. Dr. Sandra McGuire encouraged Board members to attend an opera about Emmett Till, taking place in May at Manship Theatre.

Adjournment: Conrad Comeaux asked for a motion to adjourn the meeting at 1:19 PM. Chris Wegmann made a motion to adjourn. David Tatman seconded. With all in favor, the motion passed.