

MEETING MINUTES ◆ LETA Full Board

Thursday, June 12, 2014 ◆ 12:Noon ◆ LPB Board Room



Members Present: Christian Goudeau, CHAIRMAN, Wayne Berry, Barbara DeCuir, Dr. Billy Weldon, David Bondy, Julie Cherry and FLPB Chair, Phillip Juban **Members Absent:** GiGi Carter, Fr. Carter, Glenn Kinsey, Kathy Kliebert, Melissa Kyle, Barry Landry, Katara Williams, Paul Sawyer and Deano Thornton **Staff Members:** Beth Courtney, Bill Belsom, Joanne Gaudet, Clay Fourrier, Jeanne Smith, Bob Neese, Gail Nettles and Sissy Sharpe

- The LETA Full Board met on Thursday, June 12, 2014 in the Board Room of Louisiana Public Broadcasting. A quorum of the membership was in attendance.

Call to Order: Chairman Chris Goudeau called the meeting to order at 12:15 PM.

Approval of Minutes: Chairman Goudeau called on Board for approval and/or changes to Minutes of previous LETA Full Board Meeting of 4/10/14. ***ACTION ITEM:*** No changes and the Minutes were unanimously approved.

LETA/Foundation Finance Reports: Joanne Gaudet presented updated financial reports for May 31, 2014: **LETA:** LETA is 92% through the fiscal year and 89% through the expenditure budget as May 31st. Total revenue to date is \$7.7 Million, 90% of the total revenue budget. As of May 31st, LETA had received 100% of the general fund budget of \$5.77 million. Self-generated revenue is \$1.7 million and 84% of the budget of \$2 Million. This includes production truck revenue of \$410,000; lottery revenue of \$120,000 and Foundation support of \$400,000. Interagency transfer revenue totals \$251,000 which is 31% of the total budget. LETA received \$110,000 from GOHSEP; \$120,000 from the Louisiana Seafood Board and \$256,000 in interagency transfers from the Louisiana Department of Wildlife & Fisheries' ALIVE! Project. Total expenditures to date are \$7.7 Million or 89% of our budget. The largest expenses are salaries and related benefits of \$5.7 million. Total net revenue is \$77,593. The current projection is that LETA will need to request additional support of \$1 million from the Foundation in FY15. Beth Courtney commended the entire staff in making every effort to generate revenue. The Chairman also agreed on a job well done.

FOUNDATION: Joanne Gaudet presented financial reports for the Foundation as of May 31, 2014. Market valuation of the investments is \$3.2 Million with total assets of \$35 Million. Production revenue is \$679,000. Self-generated revenue totals \$1.9 Million which includes \$900,000 gross truck revenue and \$700,000 from LPB Discovery streaming. Realized & unrealized gain on investments to date is \$2.7 Million. Operating Services expense is \$3.4 million with \$2.2 million being programming and \$693,000 paid to Discovery for streaming services provided. Other Charges is net revenue transferred to LETA from various projects: GOHSEP for \$110,000; Louisiana Department of Wildlife & Fisheries' ALIVE! Project for \$256,000; \$410,000 net from the Truck and the Foundation's support of \$400,000.

Friend's Update: Phillip Juban, Friend's Chair, presented the Friend's financial reports and Events updates. The Louisiana Legends Gala was held May 8th. It has been the most successful Legends to date grossing \$170,671 which is a 14% increase over last year and a 45% increase over the last two years. Chairman Juban congratulated the board members and staff on an outstanding job.

Net Revenue: Out of the \$170,671, the Net revenue is \$120,000.

EVENT UPDATES: We have already discussed who our honorees for next year's LEGEND'S GALA will be at our last Friend's Board Meeting. We will make a list of honorees to select and then go through the process of contacting them. I will give you an update at our next meeting.

ART & TRAVEL AUCTION: This year's co-chairs for Friend's 2014 Art Auction are Donna Ewing and Joey Haddad. Our goal is \$80,000 with a sponsorship goal of \$25,000. *Art Rocks* deadline for turning in art is: **AUGUST 1ST**.

On-Air Auction: Thursday, October 23rd. An *ART ROCKS* brochure was included in Hand-Outs.

FRIENDS FINANCIAL REPORT: Chairman Juban presented the Friends Financial Report for April 30, 2014: Membership: \$90,000 Revenue: \$2,136,999.89 (\$200,000 Over Budget) Expenditures: \$99,725.57 (\$1,500 down) And LPB Support: \$452,233.66.

President's Report:

FY-14/15 Foundation Operating Budget: Beth Courtney, President & CEO, updated the Board on Budget for FY14/15:

Beth informed the Board on the outcome of the Legislative Session's Appropriation Committee's funding shortfall for LETA's (Louisiana Educational Television Authority) proposed request of \$500,000 and being cut \$350,000 from the original request. After having sent a Letter of Resolution to the Division of Administration's Secretary, Kristy Nichols to restore the cuts and meeting with Representative Fannin of the House Appropriation Committee and the Senate Appropriation Committee and being assured that \$400,000 would be reinstated; only \$250,000 was restored. Beth Courtney stated due to the shortfall, a Resolution of The LOUISIANA EDUCATION TELEVISION AUTHORITY was given to each LETA FULL BOARD MEMBER to consider **asking** The Foundation Board for 1.1 Million in a Formal Request for Funding in light of the current FY-14/15 budget cuts. (The New Fiscal Year Begins July 1st). We will not be using any of the Principal due to the Market and depending on Projects, we **won't need the entire amount**. Beth Courtney asked Bill Belsom, Chief Operating Officer to explain the Original Resolution handed to each Member of the Louisiana Education Television Authority. **(COPY OF RESOLUTION ATTACHED)**.

Bill Belsom Explains The Resolution: Bill Belsom explained the content of the Resolution to the Board and due to the shortfall we are requesting funding to meet our financial obligations from the Foundation for \$1.1 Million. This is a *Formal Request of asking* and wait for the **decision** of the Foundation Board.

Chairman Chris Goudeau MOTION: Board Member Julie Cherry asked Chairman Goudeau if Motion is in order, thus *Moved* that we adopt The Resolution as presented. Chairman Goudeau asked for a vote.

ACTION ITEM: *The Resolution was approved and adopted unanimously by The Board.*

Educational Services Update: Gail Nettles expressed her enthusiasm to the Board regarding Kids Camp beginning the following Monday. She explained it is 2-weeks long and the 1st week is Literacy and Technology. The 2nd week is Math, Science and Technology. We have laptops and iPads they will be using in the classroom. Gail stated the curriculum is designed go around LPB's programs like "*Sid the Science Kid*", "*Super Why*" and all the characters. Our culminating theme for each week will be **LPB ON PARADE!** We will have 5 characters that will be visiting with us. They will see a character every day. Then for our culminating activity have the kids parading with the characters. Gail invited the Board to attend; and on Fridays the parents get to come in and join the kids. The auditorium is being transformed for a camp celebration. Gail put on a Big Bird hat full of yellow feathers that she made for all the kids. Gail made hats of all the characters; Elmo, Curious George, Dr. Seuss, Cookie Monster and others. The kids will be singing and dancing and reciting poetry. Gail expressed how it is a lovely time for all involved. Gail explained there are 2 classes of 4-year olds, with 20 in one class and 21 in the other. And after the fact, is considering filling 3 classes for next year. Gail and Educational Services did the Ready to Learn for poor children around the state and it has helped them tremendously. It is intense for a week; but is fun, rewarding and they learn very quickly.

Beth told the Board that we've received grants from Exxon Mobile and Entergy. We haven't received any funds from the State. It has been successful throughout the State. Beth stated that we may get a grant from American Grad. The cost for Gail and the Educational Services charges to do this somewhere else is about \$20,000, but Gail noted it depends on what they have to provide. For example, if they have the facility and don't charge for it; some do and some don't.

Transportation and meals can be issues. Beth added that we are doing Early Childhood Pilots now in Iberville, Lafayette and EBR as we are focusing more on Early Childhood. The Board Members were invited to see the Auditorium transformed.

Underwriting: Jeanne added information regarding the funding for educational programs and stated that a number of company's main mission is in education for children, especially in their community. Jeanne updated the Board on underwriting being at 63% of our goal with \$315,000. Jeanne reported expecting funds from Entergy being more than last year. Jeanne also stated hearing from several people and will update members at the next meeting.

Production: Clay Fourrier updated the Board on upcoming projects and shows:

- 1- **PBS ONLINE** Film Festival is coming up and LPB is participating with *"A Part of Me, Apart From Me"* by Louisiana filmmaker Andrew Vogel. This is the third annual Film Festival. The dates are JUNE 16 – JULY 31, 2014.
- 2- Starting June 16 viewers will be able to watch all 25 films and vote on their favorite. **Please vote for LPB's Louisiana filmmaker Andrew Vogel only at pbs.org/filmfestival.**
- 3- Please bring Hand-Out with you for information on dates and times and be sure to **VOTE FOR LPB!**
- 4- Also, this summer we will be shooting a new TV series of shows with John Folse about his book *"Hook Lies & Alibis"* a fishing show. It's going to be in Freshwater and Salt Water in thirteen parts and all will be shot out in the field. Estimation of completion will be late summer 2014 or early 2015.
- 5- "Louisiana Public Square 's" topic entitled *"Pot or Not"* will repeat.
- 6- This Friday on June 13th we have our Segments on *"Southwest Louisiana Legislators"*.

Programming Beth handed out a Programming Update for the Board Members to take and watch the interesting upcoming programs; especially FRONTLINE. Beth advised the Board they are airing a subject we have covered and have had national attention on, but FRONTLINE had failed to call us regarding any discussion of this subject. Beth told members the title of the show is *"Separate and Unequal"* airing on Tuesday, July 15, 2014 at 9: PM. Beth stated she will update responses at the next board meeting.

Adjournment: With no further business, The LETA Full Board adjourned at 1:05 PM.
The next Full Board Meeting will be held on August 14, 2014

Submitted by Sissy Sharpe ~ ssharpe@lpb.org ~ 225-767-4200

RESOLUTION OF THE MEMBERS OF THE
LOUISIANA EDUCATIONAL TELEVISION AUTHORITY
JUNE 12, 2014

At a regular meeting of the Members of the Louisiana Educational Television Authority, held on the 12th day of June 2014, at its principal office bearing the municipal address of 7733 Perkins Road, Baton Rouge, Louisiana, pursuant to notice and at which a quorum were present and voting, upon motion duly made and unanimously carried, the following resolution was adopted:

“WHEREAS the Members of the Louisiana Educational Television Authority received the financial reports for the fiscal year 2013-2014, and the budget and appropriations reports for the fiscal year 2014-15;

WHEREAS the Louisiana Educational Television Authority has determined that the state general funding and projected self-generated revenues will fall short of the amount necessary to satisfy the minimum financial obligations of the Louisiana Educational Television Authority for the fiscal year 2014-2015; and

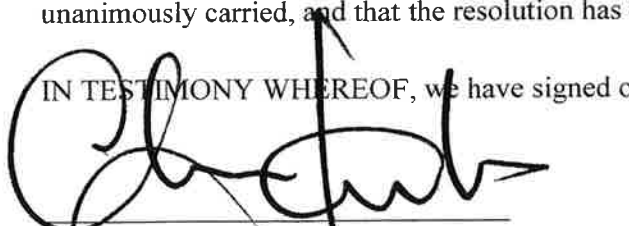
WHEREAS the amount of the funding shortfall is estimated to be ONE MILLION ONE HUNDRED THOUSAND AND NO/100 DOLLARS (\$1,100,000.00); now then


BE IT RESOLVED that the Louisiana Educational Television Authority respectfully requests that the Foundation for Excellence in Louisiana Public Broadcasting grant ONE MILLION ONE HUNDRED THOUSAND AND NO/100 DOLLARS (\$1,100,000.00) for the fiscal year 2014-2015 to allow the Louisiana Educational Television Authority to meet its financial obligations.”

ATTESTATION

The undersigned hereby certify that the above and foregoing resolution was adopted at a regular meeting of the Members of the Louisiana Educational Television Authority held on the 12th day of June, 2014, at which a quorum of the Members of the Authority was present and voting, upon motion duly made and unanimously carried, and that the resolution has not been rescinded or changed.

IN TESTIMONY WHEREOF, we have signed our names on this 12th day of June, 2014.


Christian Goudeau, Chairman
Louisiana Educational Television Authority
Council for Development of French in
Louisiana (CODOFIL)


Barbara DeCuir, Secretary Pro Hac Vice
Louisiana Educational Television Authority
Public School Teachers, Elementary/Secondary

FY15 Foundation Operating Budget Request:

| | |
|-----------------------------------------------------|------------------|
| * CPB Community Service Grants | 2,124,633 |
| Friends of LPB Support | 1,300,000 |
| Total Estimated Foundation Operating Revenue | 3,424,633 |

| | FY14 Budget | FY14 Actual thru 6/11/14 | FY15 Request |
|-------------------------------|------------------|-----------------------------|--------------------|
| Salaries and Related Benefits | 139,600 | 112,209 | 140,000 |
| Travel | 30,925 | 28,896 | 31,000 |
| Programming | 2,296,848 | 2,180,402 | 2,275,000 |
| Operating Services | 342,600 | 302,730 | 345,500 |
| Operating Supplies | 76,075 | 47,100 | 75,000 |
| Professional Services | 106,500 | 42,423 | 110,000 |
| Acquisitions | 8,300 | 6,378 | 9,500 |
| Production | 300,000 | 195,672 | 300,000 |
| Total | 3,300,848 | 2,915,810 | 3,286,000 * |

Estimated additional FY15 support requested by LETA as a result of reduced state funding:

\$1,100,000
