LETA FULL BOARD MEETING

♦ June 9, 2022♦ 12:00 PM ♦

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

**Members Present:** Julie Cherry, Conrad Comeaux, Sonny Cranch, Eartha Cross, Dr. Belinda Davis, Dan Hare, Nancy Harrelson, Dr.Tina Holland, Kathy Kliebert, Laura Lindsay, David Tatman, Dr. Quentina Timoll, Chris Wegmann, and Tracie Woods.

**Members Absent:** Richard Hartley, and Robert King.

**Employees Present:** C.C Copeland, Terri Crockett, Kim Ducote, Linda Midgett, Marlesha Ross, & Kathy Scherer.

**Call to Order:** Conrad Comeaux, Chairman, called the meeting to order at 12:01 PM.

**Approve minutes:** Dr. Tina Holland asked for the amendment of the Full Board minutes of 4-14-22 to be changed that Julie Cherry and Conrad Comeaux had been absent. Approve minutes after changes are made. A motion was made by Chris Wegmann and seconded by Julie Cherry. 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 Dr. Belinda Davis and seconded by Kathy Kliebert. Motion carried.

**Friends Report:** Terri Crockett, gave the Friends of LPB report that included financial highlights for the month, **Fundraising** **Anchors Aweigh Final Report**

Winner: **Todd Hagan from Hammond, LA**

Final revenue: $68,912

Tickets sold: 1318

Ticket purchasers: 677

Revenue source:

* E-blasts: $30,150
* Web: $15,662
* Direct Mail: $12,800
* Web Popup: $4,050
* Facebook: $2,800
* Geofencing: $150
* Sportsman Magazine: $300

**PowerOn Raffle**

Grand Prize: Whole House Generac Generator from Optimize EGS

Value: Over $13k

June 1 – September 25

Sponsor: RoyOMartin - $3,000

Current revenue: $6,100

**June Pledge Drive**

6/3 - 6 /12

Current Revenue: $33,434.50

**Top Five Programs**

Magic Moments, Best of 50's $3,433

Leah Chase $2,641

Dr. Amen: Memory Rescue $2,412

Les Misérables $2,322

60’s Pop Rock and Soul $2,202

1. **Financials – April 2022 Financials**

* **Revenue**

At the end of April, membership revenue for the month was $142,805.65. Overall revenue as of April was $3,321,483.82.

* **Expenses**

Expenditures for the month totaled $176,947.30.

* **Items of Note**

16% increase in renewal revenue

23% increase in raffle revenue

3rd Quarter Transfer was $285,530.02, bringing our total support to $2,026,885.54.

**President’s Report:** C.C Copeland, LPB Executive Director, reported on the budget from the state and provided details on the status of how the funds will be spent. He discussed the HB-1 Budget ($541,000) approved for Acquisitions and major repairs. This will cover the three new vehicles, the KLTS Tower lights, Core Server firewall, and Guywire treatment. Also, the Supplemental Bill ($4,864,704) 2 million will go to the New Orleans station. One-time funding we receive will be spent on WLPB Transmitter and Antenna, secondary Boiler, LPB Elevator, Upgrade studio lights to LED, New studio set, LETA Lobby refresh, Building Façade repair, Building painting, and lawn mowers for transmitters for KLTS and WLPB. We also upgrade the Baton Rouge Transmitter to send out a larger coverage area.

He asked Linda Midgett, LPB Executive Producer, to report on current Production projects:

**WHY LOUISIANA AIN’T MISSISSIPPI…OR ANY PLACE ELSE!**

* We are deep into filming for this 4-hour special that airs in December of this year. In the past few weeks we’ve filmed with Troy Landry the alligator hunter, James Burton the musician in Shreveport, at Poverty Point and at Whitney Plantation. Tomorrow night we film a pow-wow with Coushatta Indian Tribe and the list goes on. We are covering every corner of the state and hard at work on scripts and coming up with animation, etc. Jay Dardenne is having a great time and it’s going well.
* The companion book for the program, which is being photography by Carol Highsmith, is also underway. Carol and her husband Ted have been in Louisiana for a full month already and will be here through the beginning of July. She’s already shot hundreds of photographs and we are meeting regularly to go through them and pick out the best ones. These will all be collected in a very special keepsake book that will be offered to viewers during Pledge events. Here is a very short sampling.

**CINEMA FRANCAIS**

* On July 3rd we are relaunching LPB Presents Cinema Francais, which is a reboot of the classic French film series hosted by Dr. Arceneaux. This will air on Sunday nights at 10pm through the summer and we have 6 films we are presenting. So this is a summer film series, everything will be subtitled in English.

**CODOFIL**

* Weare starting production on the French language digital series geared towards French teachers from other countries. And Codofil recently came to us and asked us to produce a SECOND series for them, this one on the Creole language. These are both digital series.

**WNET ARTS GRANT**

* We received a $10k production grant from WNET for the story of art that will be made available to stations around the country. They wanted us to focus on a local artist whose work was impacted during COVID, with a community and social justice angle. We did a piece on Boo Milton, a Baton Rouge rap artist who created “Spark Boxes” to share with children during COVID. The boxes have activities that helped children deal with their emotions. We deliver the final cut of this piece next week.

**MAKING BLACK AMERICA GRANT**

* We’ve also just this week received a grant that programming has been pursuing. LPB was asked to present a proposal in support of the upcoming (FALL ’22) PBS tentpole program from Henry Louis Gates, Jr. **MAKING BLACK AMERICA**.
* This is a four-part series airing on Tuesdays throughout October that explores Black Americans’ centuries-long history of establishing communities and attaining social, political, and economic success in the face of racial segregation.
* The LPB Programming team was selected by WETA for this “closed grant” because of LPB’s past work amplifying national projects by Dr. Gates and Ken Burns.
* If you remember the success LPB had with another Dr. Gates series, **THE BLACK CHURCH**, this will be similar.
* The proposal will bring the programming and production teams together to work on:

1. A 4-part series to air in October on LSWI statewide - exploring the role of Black Fraternities and Sororities, particularly their history/their role in preserving Black culture/Colorism within the frats and soros/Role in supporting entrepreneurialism
2. We will turn that 4-part series into an hour-long documentary to air during Dec. pledge
3. There will be virtual and in-person community engagement event(s) surrounding this initiative.
4. Partnership with WWNO public radio in NOLA will amplify the series.

* This is a $10,000 grant, but we will be actively seeking additional underwriting and believe we can successfully secure that, as we did with **THE BLACK CHURCH.**

Tracie woods recommended some underwriting opportunities that could potentially assist with funding for Making Black America (Black Panoramic Association) and the local Grad Chapter of Sororities and Fraternities.

Conrad Comeaux also had recommended a documentary program Cleo Parker Robinson Dance Company out of Denver with a Jazz orchestra Houses of Worship. Dance performance to shed light on the black churches that were burned. This program could be a great LPB program.

**Other Business:** Conrad Comeaux, Chairman mentioned the budget for the NETA Search firm which was $48,046.40. Also spoke about the vacancies and how we would fill those spots. Conrad also mention that the Executive Board met to discuss C.C salary and they agreed on $192,000 plus the $800 car allowance. Conrad moved to ratify C.C yearly salary. A motion was made by Dr. Belinda Davis and seconded by Kathy Kliebert. Motion carried. Conrad mentioned a rough draft of the goals set by the LETA Board would like for C.C to carry out which goes as followed: Goals should be met by September 1, 2022. Name Deputy Director and Chief Engineer with their background information and salary suggestions. Present Highlights of the 22-23 Budget to the Board, Former organization chart with the headcount, identify the civil service employees and the ones who are at will, thoughts on staff that might be needed in the future, explain the relationship and purposes of the Friends and Foundation and how we are going to move forward with each, a written review of each depart head, personal goals for the first 90 days as the new CEO, Formal introduction of Department heads quick 1-minute information and background for each, Digital growth strategy, increase relationship and plan with legislatures, and the relationship with New Orleans.

Nancy mentioned how to get higher Education to utilize LPB and asked if they could get a list of the LETA Goals for the new CEO.

Sonny mentions how to increase involvement in the smaller towns and cities. In town meetings or having a show on the road.

Dr. Laura Lindsey added that they should think about the financial cost associated with all of those goals. Also giving C.C. more time to ex

Dan Hare asked if they were going to have a Press Release for the New CEO and reception to welcome C.C.

Dr. Quentina suggests adding a timeline to all those goals.

Terri Crockett mentions having a planning session with all three boards.

Conrad mentions Beth Courtney’s recognition for the work done at LPB. Sonny mentioned the Title that would be presented to Beth Courtney and her office space in the building which will be downstairs in Dr. Are office. A motion was presented to name her the President Emeritus. A motion was made by Sonny Cranch and seconded by David Tatman, Earth Cross opposed and Tracie obtained from voting Motion carried.

Dan Hare mentioned that having Beth named the President Emeritus could possibly create an issue with including her moving forward since her transition was a separation issue.

Eartha Cross asked would she utilize the title for which Conrad explained the title is to help assist in getting funding for the LPB rally for the agency. She also questioned her actions being controlled and what may happen if it gets out of hand.

Dr. Laura Linsey mentioned supporting the title which is being presented to Beth. She also explained the title.

Tracie mentioned working on getting tickets or having tickets reserved for the LETA Board.

**Adjournment:** Conrad Wegmann asked for a motion to adjourn the meeting at 1:30 PM. Chris Wegmann made a motion. Sonny Cranch seconded. Motion carried.

Minutes submitted by Marlesha Ross and Kathy Scherer.