LETA EXECUTIVE & FINANCE BOARD MEETING

♦September 8, 2022♦ 12:00 PM ♦

LPB Board Room♦7733 Perkins Road♦Baton Rouge, LA

**Members Present:** Julie Cherry, Eartha Cross, Conrad Comeaux, Sonny Cranch, Dr. Tina Holland, Shauna Sanford, and Chris Wegmann.

**Employees Present:** C.C Copeland, Terri Crockett, Marlesha Ross, and Kathy Scherer.

**Call to Order:** Conrad Comeaux, Chair, called the meeting to order at 12:06 PM.

**Approve minutes:** Conrad Comeaux, Chair asked for the Board minutes of 5-12-22 to be approved. A motion was made to approve the minutes by Julie Cherry and seconded by Chris Wegmann. Motion carried.

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

**Friends Report:** Terri Crockett, Executive Director of Friends of LPB, gave the FLPB report that included financial highlights for the month.

Fundraising

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: $74,390– 14% decrease year over year

AUGUST PLEDGE

Revenue: $132,866

Local productions accounted for 25% of overall revenue

II. Financials – July 2022 Financials

Revenue

July Membership Revenue $159,458.94

Overall Revenue $196,279.90

Expenses - $97,906.10

III. Announcements / Save the Date

LPB ANNUAL MEETING

Join us for the LPB Annual Meeting as we celebrate 47 years of quality programming.

Thursday, September 15 6:00pm – 9:00pm

LPB Telecommunication Center

Cocktail Reception 6:00pm-7:00pm

Awards Program 6:00pm – 7:00pm 7:15pm

LPB Fall Preview 7:45pm – 8:15pm

Desserts and Coffee 8:15pm – 9:00pm

WHY LOUISIANA AIN’T MISSISSIPPI…OR ANY PLACE ELSE! PREMIERE Wednesday, December 7 6:30pm – 9:30pm The Water Campus – Downtown Baton Rouge

**President’s Report:** C.C Copeland, President and CEO, reported on the partnership with LSU and Southern University, where LPB helped plan, promoted, and facilitated the livestream for the panel discussion, *Champions of Education: Perspectives from Classroom Teachers*,that took place on September 7 at Independence Park Theatre in Baton Rouge. LPB will further the conversation in an upcoming fall episode of Louisiana Spotlight.

C.C gave an organizational overview and discussed the five open positions at the agency; interviews are soon to take place. He also reported on the Ready To Learn planning grant LPB is receiving to further LPB’s educational outreach, as well as the new PA System, and the LPB/PBS Digital Studios series *Rituals*. C.C also reported on facilities maintenance, and LPB’s partnerships with WLAE and WYES.

Kathy Scherer, Public Information Officer, distributed information about LPB’s upcoming documentary *Why Louisiana Ain’t Mississippi… or Any Place Else!* and the accompanying book by the same name:

*Why Louisiana Ain’t Mississippi…or Any Place Else!* is an entertaining tour de force exploring and celebrating our state’s rich cultural and ethnic heritage. The 4-hour series, hosted by Jay Dardenne, is based on a presentation he’s given across the state for years. If you’ve ever wondered how Louisiana became the gumbo of culture that it is, this is your show. It will premiere in December of this year.

As a companion to the series, *Why Louisiana Ain’t Mississippi…or Any Place Else!,* LPB is collaborating with celebrated photographer Carol Highsmith and Louisiana historian, Jay Dardenne, to produce an exquisite 260-page hardcover book. This coffee table book will feature photographs taken by Highsmith from around the state, and will include an introduction and captions by Dardenne. Signed copies will be available to viewers as membership thank you gifts when the series premieres during LPB’s December 2022 Pledge Drive.

**Other Business:** Conrad Comeaux will ask the full LETA Board to add Shauna Sanford to the Executive Board.

**Adjournment:** Conrad Comeaux asked for a motion to adjourn the meeting at 1:17PM. Tina Holland made a motion to adjourn and it was seconded by Chris Wegmann. Motion carried.

Minutes submitted by Marlesha Ross and Kathy Scherer.