



Lehigh Valley Public Telecommunications Corporation (“LVPTC”) BOARD OF DIRECTORS MEETING

Tuesday, September 26, 2023, at 1:00 p.m. Hybrid Meeting

DIRECTORS PRESENT:

Ms. Susan C. Yee, *Chair*
Mr. Todd P. Donnelly
Ms. Elizabeth S. Duane
Mr. Timothy S. Fallon
Mr. Michael S. Keim*
Ms. Tinku Khanwalkar*
Mr. Laks Srinivasan
Mr. David W. Willard*

STAFF PRESENT:

Ms. Julie Brinker
Ms. Andrea Cummis
Mr. Yoni Greenbaum
Ms. Laura Hamel
Ms. Ellen Kern
Ms. Cari Kozicki
Ms. Jean S. Magilton
Mr. Art Troccoli
Ms. Adrienne Tunke

**Via Zoom*

I. Approval of Minutes

Ms. Yee called the meeting to order at 1:01 p.m. and noted there was not a quorum. Mr. Willard joined the meeting while it was in progress, [which then constituted a quorum?]. Ms. Yee stated that without a quorum present, the Board will not be asking for official votes or approvals; the meeting today will be a review.

II. Content and Education Committee

Mr. Greenbaum encouraged everyone to read the latest Content and Education Committee meeting report, which has been uploaded to the Board drive. The committee has recently been discussing that *LehighValleyNews.com* viewership has doubled that of television and radio. Ms. Yee is happy that *LehighValleyNews.com* is moving on the right path and she looks forward to more updates from Mr. Greenbaum.

III. Community Cultivation and Engagement Committee

Mr. Donnelly shared that the last Community Cultivation and Engagement Committee meeting was very informative. Lehigh Valley Public Media (LVPM) has been very active this summer. He noted that the committee has approved its revised charter. Mr. Donnelly is working with Ms. Tunke to develop more projects to bring in revenue.

Mr. Donnelly would appreciate it if anyone would share any contacts that may be interested in sponsorship. Mr. Donnelly suggests developing cards with talking points, which state how many impressions we have, how many members, and similar statistics. Ms. Yee believes that it is good to track metrics, and the Marketing Report from Mr. Ticho is good for Board Members to review.

Mr. Fallon mentioned the Good Neighbor Awards planning, which is underway for May 22, 2024. The event will take place at the Delta by Marriott Allentown Lehigh Valley, as it did in 2023. The honorees are Ms. Jamie Musselman, Mr. Phil Jackson, and Mr. Grover Silcox.

IV. Technology Committee

Ms. Yee announced that Mr. Gregory Paul has handed over the Chair position of the Technology Committee to Mr. Laks Srinivasan. Mr. Srinivasan wanted to update the Board on topics that will be discussed in upcoming committee meetings: a FAST (Free Ad-Supported Streaming Television) app, a *LehighValleyNews.com* mobile app, and the capital budget for equipment around LVPM that is aging. He noted that the committee's charter is currently being reviewed. Ms. Yee suggested that an education component be added to this charter. Mr. Srinivasan said he will also add discussions on AI (Artificial Intelligence)/ChatGPT to the meetings.

V. Board Affairs Committee

Ms. Duane, reporting in the absence of the Chair, noted the big item for discussion at the last Board Affairs Committee meeting was the idea of changing Board Officer terms served to the budget/fiscal year schedule rather than calendar year. Ms. Duane is currently working on the charter with the committee, and this will be discussed at the next Board of Directors meeting in November 2023. The Board Affairs Committee had recently wanted to gather all the committee charters for review, but now believes this review should be held by the Executive Committee. Ms. Duane mentioned that there is also going to be some minor clarification within the By-laws. Another important issue the Board Affairs Committee discussed is the lack of attendance at committee meetings; it may be a good idea to look for actively employed individuals to serve on the board, as some retirees are unable to attend due to travel.

Ms. Yee asked for a target date of October 15 for Board members to submit recommendations of who they believe would serve well as new Board members. Mr. Fallon has a position description on basic requirements and will work on revising this. Mr. Eureyecko and Ms. Musselman will be leaving the Board beginning in the new year, which gives us two vacancies. Mr. Keim asked for a skills assessment to be given to the suggested individuals; Mr. Fallon also has this type of document on file and will review and revise.

Ms. Yee would like another Board survey to take place, while Ms. Duane reminded Ms. Yee that we are first going to receive a report from Mr. Fallon on the review of the surveys submitted in February 2023.

VI. Finance Committee

Ms. Yee introduced Mr. Keim as the new Chair of the Finance Committee. Mr. Keim started discussing that the Endowment will be removed from the Income Statement as revenue. The focus for these meetings going forward is cash flow.

Mr. Troccoli recommended that the Board review the finance reports that have been added to the Board drive. Mr. Troccoli also wanted to note that he shared a spreadsheet with different options on when to pay down the Line of Credit (LOC), which was either all at once, over twelve months, or over twenty-one months. Mr. Keim stated that the Finance Committee approved the twenty-one month paydown, which will give an end date of June 30, 2025.

Ms. Yee also wants to state again at this Board of Directors meeting that the 2023-2024 Budget of \$6.6 million had been approved, and it includes the \$1 million of capital. Ms. Yee mentioned the importance of keeping an eye on this, as July and August this year had \$2.2 million dollars withdrawn; Ms. Yee does not want the Endowment principal too low.

Ms. Yee asked Mr. Troccoli to put overhead allocations in the Finance Report.

VII. Update on LehighValleyNews.com

Mr. Greenbaum stated that he is up to date on metrics. He explained that the program “Press Forward” is a national initiative to revitalize local journalism, and they are a network of fundraisers putting new money into philanthropy of journalism. The first payment will be given in 2024. Mr. Greenbaum said he is speaking to Ms. Erica Meehan regarding how to leverage Press Forward, which will be impactful for us. Mr. Fallon and Ms. Brinker will also be involved in working on this. Mr. Fallon wanted to mention that the speaker we had at our January 2023 Board of Directors meeting, Ms. Feather Houstoun, would be helpful with this.

Ms. Yee would like to know the goals of *LehighValleyNews.com*, besides revenue. Mr. Greenbaum stated that the viewership is building at 10% month over month, and that is our driving goal at the moment. Another goal is to be on track with *Lehigh Valley Live*, which we are close to getting to. Further down the line, the goal would move up to match *The Morning Call*.

Mr. Greenbaum described our product as being “first and only” in news reporting, that is the information we should share. Ms. Khanwalkar agreed that instead of reporting metrics and clicks, people like to hear how we are different in quality and community-focus. Mr. Srinivasan agreed. Mr. Donnelly said we still need more revenue. Ms. Yee believes this would be a good Board retreat discussion.

Ms. Yee wants it stated for the record that the 2023 financial results were not acceptable to the Board; however, the 2023-2024 budget plan looks promising.

VIII. Board Information

Mr. Srinivasan and Ms. Kozicki shared that they went to the NETA (National Educational Telecommunications Association) Conference a few weeks ago. LVPM was nominated for five awards and received two: one for our marketing of the “Get More Local” campaign, and one for content/visual arts for *Lehigh Valley Rising’s* “The Business of Creativity”. Mr. Srinivasan mentioned that he gave a

speech on AI; Ms. Yee would like a fact sheet that shows where we are with AI that can be shared with community leaders; Ms. Brinker said this would be a nice engagement opportunity. Ms. Yee suggested a possible panel on what AI can do for companies and individuals.

Mr. Fallon discussed the upcoming 250th anniversary of the founding of America, which will happen on July 4, 2026. There is an organization titled America250, which has public media very much engaged. Ms. Magilton is sharing an America250 video in the next weekly Board update email.

Mr. Fallon announced the retirement of Dr. Joseph Chuk, who has been Chair of our Community Advisory Board Committee for many years. Mr. Fallon asked Board members to offer suggestions as to who may be good candidates for this Chair position.

Another announcement is that Ms. Laura Hamel, LVPM's Director of Human Resources, will be retiring on December 15.

IX. Old Business

No old business.

X. New Business

No new business.

XI. Public Comments

No public comments.

XII. Adjournment

Ms. Yee asked for motion to adjourn the public session. Mr. Keim made the motion, and Mr. Fallon seconded. The Public Session of the LVPTC Board meeting was adjourned at 2:18 p.m. The Board then met in Closed Session.

Minutes prepared by: Jean S. Magilton