**South Dakota Board of Directors for Educational Telecommunications**

**Virtual Meeting**

**December 6, 2024**

**Board Members Present**: Julie Overgaard, Kay Jorgensen, Doyle Estes, Jerry Oster, Dave Landry, Shuree Mortenson, Erika Tordsen, Julie Ashworth, and Madhu Gottumukkala

**Staff Members Present**: Ryan Howlett, SeVern Ashes, Fritz Miller, Teri Roetman, Laura Peterson, Twyla Olson, Cara Hetland, and Brad Van Osdel.

**CALL TO ORDER**

The meeting was called to order at 10:00am by Kay Jorgensen. Teri Roetman did roll call.

**APPROVAL OF MINUTES**

A motion was made by Jerry Oster to approve the August 20th meeting minutes as presented.

A second by Shuree Mortenson. Motion carried.

**FINANCIAL REPORT**

Laura Peterson presented a summary of the FY24 Financial Report and then introduced Brian Stavenger, CPA-Eide Bailly. Brian discussed the audit was performed in accordance with the generally accepted auditing standards. The timeline includes planning June through September, fieldwork the week of October 7th, and finally wrapping up and reporting in November/early December. It was a clean audit with no findings. Everything was accurate and fairly presented. They looked at compliance as well but no findings. All the documents were given to the board.

A motion was made by Julie Ashworth to accept the FY24 SDPB Audit as presented. A second by Dave Landry. Motion carried.

Laura has been monitoring our financial statements very closely. She gave a brief description of our expenses and income. As of November, we expended 57% of our funds. National programming fees will continue to increase. We will monitor how it will impact us going forward. We decreased our number of local content contracts in January. This expense decreased $160,000.

A motion was made by Jerry Oster to approve the Financial Statements as of November 2024.

A second by Shuree Mortensen. Motion carried.

**EXECUTIVE DIRECTOR REPORT**

Julie introduced Byron Pillow; he is replacing Heather Benson as our Digital Strategy Manager. Byron will work out of the Vermillion office.

The numbers for football have been incredible. Our content is available across all platforms. We have added our livestreaming events to You Tube. The big news on national front is Senator John Thune was elected to be the new Senate majority leader. Representative Mike Johnson won the House Republican nomination to become speaker. The December 20th funding deadline is quickly approaching. It is looking more likely that Republicans will propose to fund the government with another stopgap spending bill into the new year. A plan has not been announced. Based on Julie talking with other federal and state organizational leaders we are expecting some potentially tough national funding battles. During Governor Noem’s Budget Address, she proposed a budget cut of 3.6 million dollars to SDPB. Our CPB funding is based on the state funding. This is very serious; we would have to eliminate most of the local content we provide and programs we enjoy. We will do everything we can to make sure this does not happen.

Kay asked the board to give this budget cut some thought, this is a proposal but very worthy of discussion. We will continue to work on this to express our concerns. Reach out to Julie if you have questions.

**FRIENDS OF SDPB REPORT**

Ryan Howlett reported how busy his staff is with fundraising. The overwhelming support of the network has been great. The meetings with legislators were very positive. We are little behind of where we want to be, an election year does impact this. We have a match program right now. Focus Funds are an effort to talk to donors for higher giving levels. Major giving staff has changed, and it takes time to build relationships with donors. Things are bright for Friends but hustling to meet goal by end of year. The network budget hearing will be on January 22 in Pierre. We will have our own half-hour session instead of with BIT.

**CONTENT DIRECTOR REPORT**

Twyla Olson mentioned she is thrilled to have Byron Pillow join our staff. Brent Duerre has done an outstanding job of stepping up while we found a replacement for Heather Benson. Delainey LaHood-Burns was hired as a Multi-Media Producer (replacing Krystal Schoenbauer) she will work with Jackie Hendry on SD Focus. Delainey will be based out of the Rapid City office. Ryan Bozer has resigned his position; Krystal Mija will move into his position. Dakota Life is off to a great season with a kickoff in Box Elder, then in Britton. Our coverage of high school sports continues. All Nations Football aired on SDPB1 and was livestreamed as well. We had 18,000 views on the livestream. Marcy’s education team continues to travel around the state and create awesome educational videos. The outreach team has done a great job with Leonardo DaVinci program, almost 300 people attend at the Washington Pavilion event. We had more people we had not able to reach out to before. We continue to do outreach around the documentaries we create. Brad created the Yankton Meridian Bridge documentary.

**ENGINEERING & OPERATIONS REPORT**

Severn Ashes reported his team has been busy supporting the production team. The Buffalo Round Up is very labor intense but the team enjoys the work. It’s a great partnership with Game, Fish, and Parks. SeVern gave an update on the Emergency Alert System. We have

99.99 % uptime on all our towers, our team works together well to make sure services are available to everyone all the time. The Mitchell transmitter property site is ready, and the transmitter should be delivered next week. The installation will begin in January. We will get it on air and on time to secure license.

**ADJOURNMENT**

We will be determining a date and time for a future board meeting in January.

A motion was made by Dave Landry to adjourn the meeting at 10:58am. A second by Jerry Oster. Motion carried.