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

**Phone Conference**

**March 7, 2019**

**Board Members Present:** Mark Shlanta, Julie Overgaard, Julie Ashworth, Pat Snow, Kay Jorgensen, Jerry Oster, Janelle Toman, and Dave Landry

**Board Member Not Present**: Doyle Estes

**Staff Members Present**: Teri Roetman, Larry Rohrer, Ryan Howlett, and Deb Larson

**CALL TO ORDER**

The meeting was called to order at 2:08pm by Chairman Mark Shlanta.

**APPROVAL OF MINUTES**

A motion was made by Janelle Toman to accept the November 16th meeting minutes as presented. Second by Jerry Oster. Motion carried.

**FINANCIAL REPORT**

Deb Larson reported the financials found in the board packet are numbers as of January 31st. The network is sitting better as this point than last year at this same time. We ended last fiscal year with $260,000. We are projecting to end this fiscal year with around $450,000. Julie mentioned we have a few projects on the table and those will be determined in the near future. There is tower work and inspection work that needs to be done. The bottom line is we have spent what we targeted and nothing unexpected came up. Julie gave the board a heads up for next fiscal year there will be work that needs to be done in Arlington at our KESD site. We are having issues there, currently the state engineering office is doing an inspection and getting an estimate for repairs. It could cost around $250,000 to bring that site back up to code. There are discussions to invest in a project management system to help with the video storage solutions. This may be something BIT can help with. Pat Snow commented there is something already available that BIT could help us out with.

Deb Larson was pleased to report the audit was very clean

A motion was made by Kay Jorgensen to approve the financial report and the Network Audit as presented. Second by Julie Ashworth. Motion carried.

**EXECUTIVE DIRECTOR REPORT**

Julie recently returned from Washington DC for the APTS Public Media Summit. She was able to meet with Senator Rounds staff and Senator Thune. Both were good visits. The Senators expressed their support of SDPB. CPB is asking for 50 million dollars in increased funding. Some of the money will be used for Community Services Grants that they give to public broadcasting stations. The state budget was approved by Joint Appropriations without a cut and approval for two full time employees.

*Strategic Planning Update*—Inside the board packet under Tab C is a copy of the power point presentation. Recently we had another strategic planning meeting with the core group. This presentation outlines the areas of focus and highlights the areas we intend to spend more time and resources on. We will be spending more time working through the internal/structural changes that may need to happen to implement the plan in 2020. We have larger visions and this is a 15 year look ahead. Our vision in 2023, SDPB is the media organization for South Dakotans wherever they live.

We broke our content groups into two categories, Journalism and Entertainment. The content areas for Journalism consists of: Business, Politics & Public Affairs, Health, Education, Diversity, and Rural Issues. The key content areas for Entertainment consists of: Rural Stories, Culture, Recreation, Sports, Arts, and History.

5-Year Local Content Growth—We want to make sure we represent on these key components of content. We will continue our commitment to sports, arts/culture, South Dakota storytelling and agriculture will be focused on as well. The Beat Reporters have been covering some of these issues but not all of them. There is a more detailed action plan for activities at the new studios in Rapid City and Sioux Falls. We want our activities to be successful. While creating all this content we will be creating a rolodex of resources for future contacts/stories. We want to be more informed on a variety of issues through our staff while they create content. Example: Jackie Hendry covers Health and Education. She brings one story a month to our *In the Moment* program. She creates content for digital distribution, from that we can capture/create more video and other stories. One story can be delivered on multiple platforms. We will be adding more content to our existing series and our digital stories will be more closely aligned to our key content components.

By focusing on these groups of content and how we have distributed programs in the past is creating new underwriting opportunities. With the new opportunities and what we have covered this will strengthen our funding as well. On page 8 of the presentation, it shows some of the resources and the estimate of costs to attain these goals.

Kay Jorgensen commented this sounds like a very robust plan and applauds the staff for creating this programming strategic plan. Julie Ashworth agreed and all this content is great. The demographics will be well rounded with this plan.

Within the next six months there will be an addition to the two major components of Journalism and Entertainment, that being Education. We can incorporate our resources for quality preschool education. If everything works out this would be launched in the spring of 2020. There is a large number of families that need these resources at home. This would also be a resource for professional development. More to come on this topic.

**FRIENDS OF SDPB REPORT**

Ryan reported it’s an amazing time here at SDPB, Julie and Larry have done a great job leading. The last half of 2018 was difficult losing two staff members. Friends has adjusted staff duties, hired two new employees, and now things appear to be working out really well with a seamless transition.

The membership, underwriting and major giving materials are all outdated, we are looking at ways to improve and update those materials in a strategic way. A lot of discussions are underway with underwriting. The team is preforming great with all our resources but we also feel we are leaving some dollars on the table. We are charting the resources we need in order to transform the Friends business side. This will be of great help to raise money ($250,000) for the programming strategic plan.

**BIT COMMISSIONER REPORT**

Pat Snow mentioned he did not have a lot to report since our last meeting. We continue working through legislative session. Julie had to make multiple trips to Pierre for the budget. There is no news on the budget at this time so will consider no news, good news.

**DIRECTOR OF CONTENT**

Larry reported there are four video monitors in the Sioux Falls Studio, currently we have a basketball tournament live coverage, *Statehouse* live coverage in the Senate, travel programming, and kids programming. This is a good mix of programming content currently available to viewers on all four channels.

We do seven high school events between end of February and the end of March. Wrestling fans were very appreciative of our service; all mats were covered and live-streamed. Afterwards they get handed off to You Tube for later viewing. On February 13th we hit a milestone, our digital audience reached 100,000 followers. This weekend we are covering Girls Class B Basketball Tournaments and next weekend there will be five classes. Two classes will be for Girls Basketball and the other three classes are for Boys Basketball Tournaments. This could potentially be another milestone for us.

Our sports contract with SDHSAA will expire in 2020. We are awaiting on the association to determine their plans for the next sports contract. If you’re a rocketeer like Larry you will enjoy *American Experience*: *Chasing the Moon* as we approach the 50th anniversary of going to the moon. There is a country music history program coming up. The pace will pick up in the spring for both Sioux Falls and Black Hills studios. Larry encouraged everyone to take a look at the Local Content Report included in the board packet. This report was a requirement for a CPB grant to show all the activities completed. It shows where we have been and an overlay of where we want to go moving forward. Special thanks to Ryan, Friends staff and good grant writing for a grant that was submitted to the Larson Foundation to support our programming plan. We hope to hear back from them soon.

**FUTURE MEETINGS**

Our next meeting will be this summer in Vermillion on June 21 at 1:30pm Central Time. This will be in-conjunction with the Friends Board meeting and a great time for the ET Board members to meet our Friends Board members. Our fall meeting will be held in Rapid City on October 17.

**ADJOURNMENT**

Chairman Mark Shlanta adjourned the meeting at 3:02pm.