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

**Spring Meeting via Zoom**

**March 31, 2021 @ 1:30pm CT**

**Board Members Present:** Kay Jorgensen, Doyle Estes, Jerry Oster, Dave Landry, Janelle Toman, Julie Overgaard, Tyler Tordsen and Jeff Clines

**Board Member Not Present:** Julie Ashworth

**Staff Members Present:** Larry Rohrer, Teri Roetman, SeVern Ashes, Cara Hetland, Brad Van Osdel, Fritz Miller, Lita Muhr, Katy Beem, Ryan Howlett, and Eric Erickson

**Friends Board Members Present**: Katrin Profilet, Karen Mortimer and Gene Ellenson

**Guest**: Dr. Shane Nordyke

**CALL TO ORDER**

Kay Jorgensen called the meeting to order at 1:30pm Central Time. Kay did roll call with the board members and staff.

**WELCOME NEW BOARD MEMBER**

Mark Shlanta announced his retirement at the last ET Board meeting. The state committee for Boards and Commissions met in December and the Governor has appointed Tyler Tordsen as Mark’s replacement on the board. Julie Overgaard welcomed Tyler Tordsen as the newest ET Board member.

Tyler gave a short introduction of himself. He was born in Sioux Falls and grew up in Rapid City. He is an enrolled tribal member of the Sisseton Wahpeton Sioux Tribe in northeastern South Dakota, a proud graduate of the University of South Dakota in Vermillion and is currently working with Senator Mike Round’s office as the Regional Director managing the Sioux Falls Office.

Kay Jorgensen welcomed Tyler to the board and knows he will have great contributions to make to the board going forward.

**ELECT NEW BOARD CHAIRPERSON**

Julie Overgaard reported with Mark Shlanta leaving the board, this leaves a vacancy for the chairperson.

**A motion was made** by Julie Overgaard to elect Kay Jorgensen as the new Chair of the ET Board of Directors. A second was made by Doyle Estes. Motion carried.

**APPROVAL OF MINUTES**

Kay Jorgensen asked the board if there were any corrections or additions that needed to be made to the December 4th meeting minutes prior to approval.

Doyle Estes had a couple of questions regarding the minutes. First there are three mentions of the “Chieseman” Center in the minutes. The minutes should reflect the proper spelling of Chiesman. There are not two e’s. The second item of question is the reading of the second paragraph under *Informal Discussion* found on page three. It does not make any sense when you read it. The structure of the sentence needs to be reworded. The paragraph is regarding the material Jim Russell presented but it does not read correctly. Subject to both of those changes Doyle would make a motion to approve. Teri Roetman will make the corrections to the spelling and restructure the paragraph, so it reads correctly.

**A motion was made** by Doyle Estes to approve the December 4th meeting minutes pending the suggested corrections are made. A second was made by Janelle Toman. Motion carried.

**FINANCIAL REPORT**

Lita Muhr reported Deb Larson continues to work on the CPB Audit. The financial report can be found under Tab B in the board packet. This report reflects the financials as of January 31st. We are on track for where we are at with 40% of the year left.

There was discussion of the CARES funding SDPB received. Julie reported most of the funding would be going towards capital asset and infrastructure needs.

Doyle Estes had questions regarding fluctuations in programming costs. Lita said she would check into the matter and prepare a response to the board.

**A motion was made** by Doyle Estes to approve the financial report as presented. A second by Janelle Toman. Everyone agreed.

Motion carried.

**EXECUTIVE DIRECTOR REPORT**

CPB was awarded 175 million dollars in the latest stimulus package. CPB has formed a committee to make recommendations on the final formula that they will use to disburse the funds. SDPB will receive additional one-time funding once the CPB board approves the disbursement plan.

SDPB is in very good financial shape right now. Additional CPB funding coupled with the heightened fundraising happening at Friends, should position the Network to meet our strategic plan goals.

The second phase of our CPB Coming Home Grant is being submitted to CPB for review today. We are proposing a series of digital shorts focusing on sculpture across South Dakota. We should know if our grant proposal has been accepted for funding in the next few months.

We are hoping to hire a Director of Education by mid-summer if everything goes according to plan. The new position would lead our efforts in early learning and K-12 education support.

SDPB is part of the newest group to be up and available to receive COVID vaccinations. Julie is hopeful most of our staff will get vaccinated and SDPB can return to our offices by mid-summer.

**CPB COMING HOME GRANT UPDATE**

Dr. Shane Nordyke with the Chiesman Center at USD gave an updated report on final conclusions from their work on the CPB Coming Home Grant. A condensed version of the report will be made available on SDPB.org and the full report will be made available through a link to the Chiesman Center sometime in late Spring.

**CONTENT STRATEGIC PLANNING**

Larry Rohrer reported we have a new part-time staff addition Amelia Meyer from Spearfish. She is joining the Early Learning Initiative team with Kevin Nelson.

Cara Hetland reported Seth Tupper has been promoted to Supervising Senior Producer overseeing the daily news content, South Dakota Focus and In the Moment. We plan to open Seth’s beat reporting position soon.

Brad Van Osdel reported high school sports kept his team busy during the month of March and went well. The E group will be working on improvements to Dakota Life in the months ahead.

**FRIENDS OF SDPB REPORT**

Kay mentioned we have three board members from Friends of SDPB Board of Directors joining us today. Karen Mortimer, Chair; Katrin Profilet, Vice Chair and Gene Ellenson, Treasurer. Kay welcomed them.

Ryan Howlett referred to his written report included in the board materials. Since the report was written there have been some changes. Nathan Hofer joined the staff last week. He will be our Outreach and Experiences Coordinator. Nathan has a lot of experience in that world, mainly in higher education and non-profit. We are extremely happy to have him join us. The last member of our team will join us in mid-April. Jennifer Adler is a resident of Hill City. She will be our west river salesperson. This will round out our staffing for a while.

Earlier this month we crossed the 3 million-dollar amount raised for this fiscal year. Normally we cross that the last week of May or first part of June. This year we are tracking on pace to close in at 4 million. The upgraded staff and the new business model in membership having very attractive donor offers to make gifts has led to a wonderful year. Our clients and major donors have really responded the Sound Vision Campaign and the way Eric Erickson formed his underwriting proposals. Eric has been a great hire for the underwriting side of things. This leads to a strong cash position for Friends and all our obligations have been taken care of for the network.

Ryan shared the planned roll out of the public phase of the Sound Vision Campaign. Additional funds raised will enhance programming and expand education services. The money raised to date is $1,532,658; when we launch, we will be asking to help raise the last $500,000 for our two million-dollar goal. We are launching with a very substantial $125,000 matching gift. If you want to make a gift and have it matched go to [www.sdpb.org/soundvision](http://www.sdpb.org/soundvision) As of yesterday, here is where we are at with our goal and dollars raised:

Facilities—1 M goal; $1,036,995 raised

Programming—2 M goal; $1,657,658 raised

Endowment—10M goal; $9,431,962 raised

We are feeling confident about raising the last bit of money. Ryan gave a special thanks to the board members, staff and all the volunteers we had helped with the Sound Vision Committee. The biggest campaign we have done before this was for a million dollars and we thought that was big so 13 million and going to make is a testament to have far we have come.

**ADJOURNMENT**

A motion was made by Jerry Oster to adjourn the meeting at 3:08pm. Second by Doyle Estes.

Motion carried.