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

**Fall Meeting**

**Vermillion—SDPB TV Studio**

**September 30, 2022**

**Board Members Via Zoom:** Kay Jorgensen, Doyle Estes, Jeff Clines, Shuree Mortenson

**Board Members Present in Studio:** Julie Overgaard, Tyler Tordsen, Dave Landry, and Jerry Oster.

**Board Member Not Present:** Julie Ashworth

**Friends Staff Present:** Ryan Howlett

**SDPB Staff Present**: SeVern Ashes, Teri Roetman, Brad Van Osdel, Twyla Olson, Cara Hetland, Fritz Miller, Marcy Drew, and Heather Benson

**Guest**: Ted Krichels

**CALL TO ORDER**

Kay Jorgensen called the meeting to order at 1:32pm. Roll call was taken by Teri Roetman.

Julie Overgaard introduced Shurree Mortenson, our newest board member. She is the Director of Communications for the SD Board of Regents. She replaces Janelle Toman’s seat on the board.

**APPROVAL OF MINUTES**

A motion was made by Doyle Estes to approve the January 6th meeting minutes as presented.

Second by Jerry Oster. Motion carried.

**Strategic Plan Update**

Julie thanked Kay and Doyle for their time spent working with our facilitator and staff. Ted Krichels worked with staff and board over the winter and spring months to develop our latest strategic plan. He is here today to give an overview of that planning process and the outcomes.

Ted gave a high-level overview of the process, missions, vision and values and the overall strategic plan goals.

Kay thanked Ted for all his work and guidance in this strategic plan process. Kay was pleased with the enthusiasm expressed from the staff and managers.

Ted Krichels dropped off the Zoom call after this portion of the meeting.

**\*FIVE MINUTE BREAK\***

**FY23 Strategic Plan Goals/Objectives**

Julie reported the staff will discuss their strategic goals for the next 12 months.

***Diversity***

Twyla Olson talked about Diversity with three goals:

* SDPB will celebrate and serve South Dakota’s diverse population through its content, outreach and engagement, staff, and reach to all audiences
* Create a culture of diversity at SDPB
* Create a workforce that reflects the diversity of South Dakota.

***Local Content***

Cara Hetland and Brad Van Osdel talked in detail about the local content goal, objectives and the tactics to achieve this goal:

* SDPB will grow its audience across all platforms.

Marcy Drew talked about the education goal:

* SDPB is recognized as a trusted source of educational resources in South Dakota.

She discussed tactics they will use to achieve this goal by utilizing our broadcast, digital, and outreach structures to share educational resources and professional development opportunities. We want to create community partnerships to help with learning experiences.

Heather Benson, our Digital Strategy Manager, reported her job is to help all departments do the things they need to do in the digital realm. Heather explained the tactics and plans to achieve these two objectives:

* Maximize digital content impact to grow audience
* Use data to better understand our audiences

***Operational Excellence***

Fritz Miller discussed the four goals for his team to work on and the objectives/strategies to achieve.

* SDPB is recognized as a trusted brand
* SDPB will grow its audience across all platforms
* SDPB will celebrate and serve South Dakota’s diverse population through its content, outreach and engagement, staff, and reach to all audiences
* Create a workforce that reflects the diversity of South Dakota

We are going to look at a brand refresh by September 2023 that could include a logo change. We will set up an advisory committee to help with the oversight of this plan and we will having a working group to implement the plan.

***Engineering***

SeVern Ashes discussed the goal, objectives, and strategies for his department.

* SDPB is a trusted and valued technical resource
* Create a plan to actively identify local, state, and federal partners to strengthen our public safety initiatives through datacasting, WEA, and IPAWS Alerting by FY24
* Create a plan for migration to ATSC 3.0 – Next Gen Television by FY25
* Update the interconnection system by 2026
* Create a plan to source sustaining fiscal infrastructure funding by FY26
* Document and create a plan for review by senior management to evaluate the feasibility of joining a Joint Master Control by end of FY23.

***Fundraising***

Ryan Howlett reported on the Friends of SDPB two goals and the objectives to achieve this portion of the plan through underwriting, membership, and individual giving.

* Friends of SDPB will provide the resources necessary to meet the needs of the growing SDPB Network.
* Build the SDPB Endowment to 50 million dollars

This strategic plan will help Friends build the fundraising plan, improve our messages, identify new donors, create better sales packages for investments, and create opportunities for major donors. The underwriting staff is hoping for a million dollar in sales this next year; they were short $28,000 last year. Our endowment growth helps provides stability for the network. The Friends organization will provide the resources the network needs and prioritize growth.

Julie mentioned the development staff won a major PBS Development award this year. Congratulations!

A motion was made by Dave Landry to approve and accept the strategic plan as presented.

Second by Tyler Tordsen. Motion carried.

**EXECUTIVE DIRECTOR’S REPORT**

Julie gave a quick update to the board. We are still working thru the FY23 budgeting process with the commissioner. We have three one-time requests before the Governor’s office currently.

* Request for critical match dollars that we will need to match our expectation of getting the FEMA disaster money to replace our tower at KESD.
* Funds to upgrade our outdated software emergency alert system
* CPB was successful in lobbying congress and working with FEMA for a new grant pot of money that will allow for grant applications starting in January. It is infrastructure dollars to support national EAS and other emergency alerting information. We anticipate applying to upgrade the SDPB interconnection system.

Julie was thrilled to announce we have hired a new Chief Financial Officer for SDPB.

Laura Petersen is a CPA in Sioux Falls and will begin her duties in November. She has non-profit and governmental experience.

It appears that the auditors have settled in, and Deb Larson returned to help get us through the void and will help train Laura when she starts. We are currently on track to have the Friends audit approved in October. We should be able to hold a virtual ET Board meeting sometime in late November or early December to approve the network audit. We ended the fiscal year in good shape and Friends had a banner year.

**FRIENDS OF SDPB REPORT**

Ryan expects the Friends of SDPB audit will be approved at their October 14th meeting. ET Board members are welcome to attend the *Cheers South Dakota* event in Sioux Falls on October 13th. The event is a first in what the sponsors hope will become an annual fundraising event for SDPB.

There are also tickets available for an event in Rapid City on October 14th, an event titled *Prairie Songs*.

This is rebranding of Fiddles and Friends. There will be a limited audience for the election debates, see Cara or Ryan if interested in attending any of the debates.

**MANAGEMENT TEAM REPORTS**

The management team reports are included in the board packets for the board members to look over. Reach out to the managers if you have any questions.

Cara mentioned Josh Chilson will begin on October 11th as our radio News Director. He will be housed in the Sioux Falls Studio.

**ADJOURNMENT**

Tyler Tordsen informed the board that he is a legislative candidate and if he wins this will be his last meeting. He has enjoyed working with the board, learning more about public broadcasting services, and meeting the staff. He appreciates the hard work done by staff to complete the strategic plan. It was well thought out.

Best Wishes to Tyler from everyone! If he wins the election he will have to step down from this board and a replacement will be named.

We will be setting up a virtual meeting with the board once the audit is done for approval. Teri will reach out to the board for possible dates once the audit is completed. We are hoping this is all completed before the Christmas holiday.

A motion was made by Jerry Oster to adjourn the meeting at 3:43pm. A second by Jeff Clines. Motion carried.