



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

Monday, November 27, 2023, at 1:00 p.m. Hybrid Meeting

DIRECTORS PRESENT:

Ms. Susan C. Yee, *Chair*
Mr. Luis E. Campos
Mr. Todd P. Donnelly
Ms. Elizabeth S. Duane*
Mr. John Eureyecko*
Mr. Timothy S. Fallon
Ms. Lucindalea B. McCarthy
Ms. Jamie P. Musselman
Mr. Laks Srinivasan

**Via Zoom*

STAFF PRESENT:

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

ALSO PRESENT:

Dr. Joseph Chuk

I. Welcome and Introductions

Ms. Yee called the meeting to order at 1:04 p.m. and noted there was a quorum. Ms. Yee welcomed Dr. Chuk, who has retired from the Community Advisory Board Committee; Dr. Chuk served as Chair on this committee.

Ms. Cummis explained that she will assist Board members in accessing LVPTC’s new SharePoint link for Board information. Mr. Fallon explained that some difficulty in accessing had happened due to the requirements of LVPTC’s cyber security and authentication process, which is necessary to protect information.

II. Approval of Minutes

Ms. Yee asked for a motion to approve the minutes from the June 2023 meeting. Mr. Fallon made the motion to approve the minutes. Upon the second by Ms. Musselman, the motion carried, and the Board unanimously approved the minutes from June 2023.

Ms. Yee asked for a motion to approve the minutes from the September 2023 meeting. Ms. Musselman made the motion to approve the minutes. Upon the second by Mr. Fallon, the motion carried, and the Board unanimously approved the minutes from September 2023.

III. Content and Education Committee

Mr. Greenbaum shared that the ratings for PBS39 television viewership have gone down, month-over-month and year-over-year.

Ms. Yee asked Mr. Greenbaum how far ahead the *Community Conversation* topics are planned; Mr. Greenbaum stated we do not plan too far ahead; however, the January show is being worked on now, which will involve local school superintendents. Ms. Yee is very interested in working more within education and mentioned that next year will be the 50th anniversary of *Scholastic Scrimmage*. Ms. Brinker added that for this anniversary, an exploratory committee has been created.

Ms. Yee commented that the election coverage by *LehighValleyNews.com* was very good.

IV. Community Cultivation and Engagement Committee

Mr. Donnelly noted that Ms. Khanwalkar has left this committee and moved onto the Content and Education Committee.

Mr. Donnelly stated that this committee is now working more on analytics and documentation of how many people come to our events. Mr. Donnelly is happy that we have a video to show others, like the video from the Good Neighbor Awards. Ms. Yee added that the committee now shows pipeline reports, which is helpful to understand revenue.

V. Technology Committee

Mr. Srinivasan stated that he has completed the review of the committee charter and included the evaluation and recommendation of technical decisions to the Executive and Finance Committees. Mr. Srinivasan also stated that the next steps are to develop a 90-day plan with a technology roadmap. Ms. Yee asked about the status of the financial software decision; Mr. Troccoli noted that is on hold now for budget reasons.

VI. Board Affairs Committee

Ms. Musselman noted that Ms. Duane is working on reviewing committee charters, and they will be reviewed at the December 2023 Board Affairs Committee meeting. She explained that the Board will be asked to approve the standing committee charters, which includes the Finance, Executive, Audit, and Board Affairs Committees, at its January 2024 meeting. The ad hoc committee charters will be approved by the Board Affairs Committee.

Ms. Yee noted that Dr. Gaudelli has left the Board. Mr. Keim has agreed to serve as the Board Secretary. Ms. Yee called for a vote to elect Mr. Keim as Board Secretary. Mr. Eureyecko made the motion. Upon the second by Ms. McCarthy, the motion carried and the Board unanimously approved Mr. Keim to be the new Board Secretary until the new slate of officers is elected in January of 2024.

Ms. Musselman explained that an email will be sent out to the Board regarding potential new Board members for 2024. Ms. Yee stated new members will be voted on at the January 2024 Board meeting.

VII. Finance Committee

Mr. Troccoli stated that for October 2023, revenue and expenses were both under budget. He noted that a reforecast was made and will be discussed in Closed Session. Mr. Campos asked what the cash position is at this time; Mr. Troccoli explained that LVPTC does not retain much cash on hand and the amount is less than \$100,000.

Ms. Yee noted the previous Board resolutions to preserve the principal of the endowment, and that no use of the Line of Credit can be made without the written approval of the Board Chair and Treasurer at least 30 days in advance. The Board continues to retain oversight as to how withdrawals are made.

VIII. Update on *LehighValleyNews.com*

Mr. Greenbaum shared a slide on October metrics. He noted that Pageviews and Uniques are down month-over-month; time on site is up; and the content created and registered users are up. Ms. Musselman asked why pageviews are down; Mr. Greenbaum explained that Facebook has been trending down, and social media referrals are down by 41%. Mr. Greenbaum stated he is currently working on changing the strategy for social media.

He highlighted that November has shown Uniques as the second-best month since we have launched, as well as returning visitors. He believes *LehighValleyNews.com* is headed in the right direction.

The top interests for viewers are, in order: election coverage, environment and science, Allentown news, Bethlehem news, and Easton news. Mr. Greenbaum noted that health and wellness news is the least viewed.

Mr. Donnelly asked if partnerships with others have been successful. Mr. Greenbaum stated that the partnerships we have had with Iron Pigs, the Chamber, and ArtsQuest have not been successful.

IX. Board Information

Mr. Fallon thanked Dr. Chuk for having served as Chair of the Community Advisory Board Committee for ten years. Mr. Fallon made a motion to pass the resolution for Dr. Chuk's retirement; Ms. Yee seconded. The motion carried, and the Board unanimously approved. Dr. Chuk was presented with the resolution and an award for his service.

X. Old Business

No old business.

XI. New Business

No new business.

XII. Public Comments

No public comments.

XIII. Adjournment

Ms. Yee asked for motion to adjourn the public session. Ms. Musselman made the motion, and Ms. McCarthy seconded. The Board unanimously approved. The Public Session of the LVPTC Board meeting was adjourned at 2:38 p.m. The Board then met in Closed Session.

Minutes prepared by: Jean S. Magilton