

ZOLA LEVITT MINISTRIES, INC.'S

October 17, 2013 Board Meeting

The semi-annual meeting of Directors was held in the conference room of David Hitt's law firm, Hitt-Gaines in Richardson, Texas, on Thursday morning, October 17 at 11:30. David Hitt and Mark Levitt attended in person and teleconferenced with Jay Ledbetter, Don Parker, Henry Salmans, and Mark Nelson. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President
Mr. Mark Levitt, Executive Director, Secretary/Treasurer
Mr. Jay Ledbetter, Director
Mr. Don Parker, Director, Audit Committee
Major Henry R. Salmans, III, Director, Audit Committee
Mr. Mark Nelson, Director

NEW BUSINESS

1. ZLM's 34th anniversary.
2. **Size of mailing list:** 19,987, including 179 foreign subscribers and 981 inmates.
3. Board members receiving **newsletters**? Confirmed.
4. Handouts, posted at <http://www.levitt.com/about>:
 - a. 2012 audited Financial Statements
 - b. ZLM's 2012 Form 990
 - c. Catalog/Supplement, Booklist, Airing Schedule, Levitt Letter, Personal Letter
5. Newest TV series: *Son of Promise*, available on DVD and posted at www.levitt.tv
6. Stats on national television networks:

ABC-FAM – 96.5 million households, up from 88 million

Daystar – 103.5 million households, up from 60 million

INSP – 82 million households, up from 70 million

7. **Web traffic.** www.levitt.com receives 4.2 million hits per month up from 3.6 last year, an increase of 16.7%.
8. **Revamped online store at www.levitt.com.** Greg Hartwig, our ministry's webmaster, has made our website's store page more streamlined and user friendly.
9. Projected Gross Revenue for 2013: \$4,400,000, the same as 2012. ZLM's net income YTD is \$39,617 (\$3,036,000 income less \$2,996,000 expenses).

TEI's net income YTD is \$101,000 (\$660,000 income less \$558,000 expenses), prior to reimbursing ZLM for two quarters of advertising expenses, etc. This is a \$77,000 improvement over last year's YTD at this time.

10. Projected Total Assets as of 12/31/13: \$1,727,000 (an increase of \$300,000 from \$1,427,000 as of 12/31/11.) The ministry's assets have climbed \$314,000 YTD.
11. **Compensation:** No significant changes.
12. We sent **eight To the Jew First (TFJ) Missionaries** to Israel in 2013 (six in 2012 and 11 in 2010)—Dr. Todd Baker plus a qualified co-missionary that he has selected.
13. **Request via Marty Waldman.** Mark received a suggestion from a nearby seminary officer, which he considers to prayerfully weigh.
14. **The Office Lease** is due to expire in May, '14. Our rent should increase by 5% – 10% from \$3,914 per month, attributable to improvements in security, common areas, and management.
15. **TV Production.** We will produce 26 new programs in 2013 with 14 reprisals and 12 reruns. In 2012, we made 28 new programs in 2012 with 16 reprisals and 8 repeats. In 2011, we produced 26 new programs.
16. **Spokespeople Updates.**
 - a. Isaac Levy. Ken is ready to invite Isaac to shoot some "Hebrew Moments" segments on ZLP while inviting people to tour Israel and support ZLM.

- b. Eitan Shiskoff's book, "What About Us?" Though Eitan continues to be available for TV interviews, the idea of co-publishing his book has been tabled.
 - c. Marty Waldman. Marty is available to serve as a temporary spokesperson for ZLM, and plans to retire from Baruch HaShem in five years, when his son is likely to fill his shoes.
 - d. Calev Myers. Ken and Mark believe Calev, an attorney in Israel who wrote *Identity Theft*, could make a decent co-spokesperson for ZLP.
 - e. Ken Berg intends to recruit a temporary co-host to conduct interviews for Zola Levitt Presents during this December's Pre-Trib Conference, sponsored by Tommy Ice.
17. **Fund Appeals on ZLP.** Each episode of *Zola Levitt Presents* now includes at least three sentences from Myles and Katharine related to fundraising. In addition, the time devoted to credits at the end of the program is no longer than that which is spent on making our ministry's needs known. These policies have restored a measure of black ink to ZLM's finances.
18. Suggestions from director Henry Salmans: a) Elicit donor reviews of teaching materials, b) Initiate credit card processing via PayPal, c) Post new DVDs at www.levitt.com, d) Test website's search engine with the book *Jesus, the Jew's Jew*, and e) Update the TV listings at www.levitt.tv.

OLD BUSINESS

1. ZLM's 34th anniversary.
2. **Size of mailing list:** 25,428, including 200 foreign subscribers and 1,455 inmates. We just recently added a purge parameter of 18 months inactivity for major donors. The other parameters are 15 months for regular donors, 12

for purchasers and 9 for those who never respond. We hope to reduce waste while inspiring responses to our offers to be restored to the mailing list for free.

3. Board members receiving **newsletters**? Confirmed.
4. **Web traffic.** www.levitt.com receives 3.6 million hits per month.
5. **Revamped online store at website.** Greg Hartwig, our ministry's webmaster, has made our website's store page more streamlined and user friendly.
6. **Compensation:** in February, the staff all received COLAs of 1.7%. Mark has not requested or received a raise since 2007.
7. We sent **six To the Jew First (TFJ) Missionaries** to Israel in 2012 (six in 2011, and 11 in 2009)—Dr. Todd Baker plus a qualified co-missionary that he has selected.
8. **On March 28, Jeffrey Seif sent Mark an email** offering to be of help to ZLM, offering “a guest spot, a piece for the Levitt Letter, or whatever.” Below is its text.
9. **The ministry acquired the group tour company, Travel Experience International, Inc. (TEI)** for \$81,350, which was half of the value indicated in the December 11, 2012 analysis by CF Valuation Services, LL. ZLM now operates TEI as a for-profit subsidiary.
10. **Benevolence check to Jay Ledbetter.** Upon learning last month that Promise Keepers abruptly laid off Jay with no severance or pay in lieu of notice, ZLM mailed him a benevolence check. Mark responded to an urgent email after weighing Jay's decades-long history as a ZLM major donor (contributed a Datson 280Z back in the day) and legal adviser. The ministry's financial auditor advised that the board vote on whether to uphold this transaction with Jay and Mark recusing themselves.

Resolved: The board upheld this transaction by a unanimous vote with Mark and Jay recusing themselves.

11. **David Hitt for President.** The Texas Secretary of State asked ZLM to furnish a list of its officers and directors. David has been the Chairman since 2008, and Mark the Secretary. The state's rules stipulate, however, that the Secretary can't also be the President. Therefore it made sense for the form to

designate David to be both the President and Chairman of the Board.

Resolved: The board upheld this designation by a unanimous vote.

12. Spokespeople Updates.

- f. Isaac Levy. Ken is ready to invite Isaac to shoot some "Hebrew Moments" segments on ZLP while inviting people to tour Israel and support ZLM.
- g. Eitan Shiskoff's book, "What About Us?" His book is reader-friendly with an interesting table of contents, subheadings, and graphics. Ken and Mark are deliberating whether to shoot a single interview program rather than a series of three to four programs.
- h. Marty Waldman. Marty is available to serve as a temporary spokesperson for ZLM, and plans to retire from Baruch HaShem in five years, when his son is likely to fill his shoes. Marty invited Mark to attend a messianic leader Fireside Chat in Dallas on April 8, which will include Mitch Glaser, Jonathan Bernis, David Brickner, Michael Brown, etc.
- i. Calev Myers. Ken and Mark believe Calev, an attorney in Israel who wrote *Identity Theft*, could make a decent co-spokesperson for ZLP.

13. Fund Appeals on ZLP. Mark has asked Berg Productions to ensure that each future TV program includes at least three sentences from Myles and Katharine related to fundraising. It has proven inadequate to merely thank the viewers for the contributions and hope that they'll conclude that ZLM depends on their continuing support. In addition, the time devoted to credits at the end of the program is required to be no more than that which is spent on making our ministry's needs known.

14. LL Adoption Story Contest. David Hitt suggested the ministry advertise in its Levitt Letter Bulletin Board for the most impactful "adoption" of a Levitt Letter, given away or left for a nonsubscriber to read.