

ZOLA LEVITT MINISTRIES, INC.'S

April 24, 2014 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, April 24 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 **35th** anniversary.
2. **Size of mailing list:** 22,551 including 200 foreign subscribers and 1,171 inmates, reflecting an increase of more than 2,500 subscribers (12.8%). Last year we increased our purge parameter for major donors to 18 months.
3. Board members receiving **newsletters**? Confirmed.
4. **Web traffic.** www.levitt.com averages 4.3 million hits per month, up from 3.6 million last year (19.4%).
5. **Social media progress.** On May 8, 2013, our social media coordinator reported 20,000 likes on Facebook and almost 6,000 followers on Twitter. In less than a year, those numbers have roughly doubled to 40,000 likes on Facebook and 10,200 Twitter followers.
6. **Compensation:** in February, the staff received COLAs of 1.12% with minimum adjustments of \$0.25/hour.

7. **Contingency planning.** Mark Levitt's older son David, 24, has a master's degree in accounting and is pursuing his CPA certification. Several times per month Mark is training him to work as an interim executive direction in the event that Mark has to be out of pocket for an extended period. Regarding the fall tour, both David Dolan and Jonathan Settel were available.

8. **ZLM financials** (tentative).

2013 year-end net worth: \$2.04 million (an increase of \$381,000 over 12/31/12). Though annual gross revenue fell from \$4.33 in 2012 to \$4.14 (to be adjusted) in 2013, ZLM had net income of \$311,000, quite an uptick from 2012's red ink of \$201,000.

First Quarter 2014. YTD gross revenues through March 31 have increased by \$112,000 to \$1.03 million (a 12.2% improvement over first quarter 2013). Our YTD net income is \$148,700, which is much better than last year's first-quarter loss of \$55,600.

9. **TEI financials** (tentative). Zola Tours appears to have earned \$11,900 in 2013 and \$13,500 YTD. Our independent auditor will refine the tentative 2013 figures during his week-long visit next month.

10. **Office space lease** (July 1, 2014 – June 30, 2019). Our rent will escalate from \$3,885/mo to \$4,482/mo over the five years with a one-time \$2.50/ft allowance for improvements that will include upgrading our lighting.

11. We sent **eight To the Jew First (TFJ) Missionaries** to Israel in 2013 (up from six in 2012, six in 2011, and 11 in 2010)—Dr. Todd Baker goes each time and supervises qualified co-missionaries. We are projecting fourteen TFJ missionaries for 2014.

12. **TV Production.** ZLM has increased our production budget by \$80,000 this year to a total of \$530,000. In light of improved revenue and cash reserves, our TV producer Ken Berg suggested a larger budget in order to add dramatic reenactments with OT character actors to our pending series of eight programs regarding Joseph.

13. **Board Suggestions from prior meeting.**

- a) Elicit donor reviews of teaching materials. store.levitt.com now has a place for reviews, and our webmaster plans to solicit some.
- b) Initiate credit card processing via PayPal. Done; our monthly PayPal revenue averages \$7,500.
- c) Post new DVDs at www.levitt.com. Done.
- d) Test website's search engine with the book *Jesus, the Jew's Jew*. Following some testing and analysis, our webmaster has changed the search engine to prioritize store pages over product ads that appear in archived newsletters. Now the store's offering of *Jesus, the Jew's Jew* shows up before newsletter ads for the book.
- e) Update the TV listings at www.levitt.tv. This is an ongoing process and, with the May *Personal Letter*, we enclosed hard copies of our revamped TV Airing Schedule.

OLD 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#doc>:
 - 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. **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.
14. **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.
15. **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.
16. **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.
17. **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.