

## **ZOLA LEVITT MINISTRIES, INC.'S**

### **November 12, 2015 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, November 12 at 11:30. David Hitt and Mark Levitt attended in person and teleconferenced with the others. We opened and closed the meeting in prayer. Those present were:

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

Mr. Jay Ledbetter, Director, informed fellow board members beforehand that he probably would have to miss the meeting, though he would do his best to attend. It is noteworthy that Jay, an attorney who is licensed in both Texas and Colorado, makes himself immediately available whenever ZLM needs him to volunteer his legal advice.

#### NEW BUSINESS

1. ZLM's 36th anniversary.
2. **Size of mailing list:** 22,250, including 264 foreign subscribers and 1,121 inmates. This total is about 1,000 more subscribers than we had in the spring.
3. Board members receiving **newsletters**? Major Donor Notes?
4. The 2014 audited Financial Statements are posted at <http://www.levitt.com/about>
  - a. ZLM's 2014 Form 990 – posted at <http://www.levitt.com/about> (click on Documents)

- b. Catalog/Supplement, Booklist, Airing Schedule, Levitt Letter, Personal Letter — posted at <http://www.levitt.com/>
5. Newest TV series: *Joseph — Dreamer/Redeemer* and *Zion Forever*, available on DVD and posted at [www.levitt.tv](http://www.levitt.tv) (click on Archives)
6. Stats on national television networks
  - ABC-FAM** — 94.4 million households, down about 2% from 96.5 million. This amounts to 81% of U.S. households with at least one television
  - Daystar** — 100 million households, up 3.5% from 103.5 million (70 TV stations). Its broadcasts reach 200 countries and 670 million households globally
7. **Web traffic.** [www.levitt.com](http://www.levitt.com) receives 4 million hits per month YTD, down 13% from 4.6 million last year.
8. **Contingency planning.** Mark Levitt's older son David, 25, periodically trains to assist as an interim executive direction in the event that Mark has to be out of pocket for an extended period. ZLM's webmaster Greg Hartwig would be a stronger candidate, given his ongoing exposure to many facets of the ministry.
9. **Projected Gross Revenue** for 2015: \$4 million, about the same as 2014. TEI is projected to lose ~\$20,000 this year on gross income of approximately \$700,000.
10. **Projected Total Assets** as of 12/31/15: \$2.55 million, an increase of \$90,000 from \$2.46 million as of 12/31/14.)
11. **Compensation.** No significant changes.
12. We will have taken 12 **To the Jew First (TFJ) Missionaries** to Israel thus far this year, and will add two more in December for a **total of 14**. We sent 14 in 2014 and 8 in 2013 — Dr. Todd Baker plus at least one qualified co-missionary that he has nominated and trained.
13. **TV Production.** We will create 30 new programs in 2015 with a production budget of \$525,000. We produced 29 in 2014 and, in 2013, 26 new programs with 14 reprisals and 12 reruns.
14. **Social media progress.** Since March, our likes on Facebook have increased from 67,000 to 92,000 (37%). We now have 14,900 Twitter followers, up

12,600 (18%). Andrea Davis, at Berg Productions, has taken over the vast majority of our social media endeavors.

15. **ZLM, Ltd.** Consulting with both the ministry's volunteer financial auditor and an estate planning attorney led to the conclusion that it would not make sense for the ministry to establish and maintain a partnership.
16. **Updating levitt.com.** In order to dramatically reduce the "friction" involved with making online contributions, which presently require placing orders of sorts at our online store, we are contracting with iDonate (iDonate.com) to incorporate their software at our website (\$199/mo.) and to facilitate giving via text messaging (\$99/mo.). Working with iDonate also should demonstrably improve our volume of gifts in kind, which they process on a turn-key basis. iDonate is particularly geared to user friendliness with PCs, Macs, iPads, iPhones, etc.

#### OLD BUSINESS

1. ZLM's 36th anniversary.
2. Size of mailing list: 21,305, including 199 foreign subscribers and 1,037 inmates. We have 9.6% more subscribers than last November's 19,445.
3. Board members receiving **newsletters**? Tentative 2014 financial statements were sent via email.
4. **Web traffic.** www.levitt.com averages 149,490 successful requests per day, up 4% from the 2014 count of 143,783.
5. **Social media progress.** Since last April, our likes on Facebook have increased 68%, from ~40,000 to more than 67,170. We now have 12,600 Twitter followers, up 23.5% from 10,200 last year.
6. **Compensation.** In February, the staff received COLAs of 1.12% with minimum adjustments of \$.25/hour.
7. **ZLM financials** (tentative). 2014 year-end net worth: \$2.49 million (an increase of \$265,000 over 12/31/13).

Though annual gross revenue fell from \$4.26 in 2013 to \$3.95 (our CPA will adjust this figure upward) in 2014, ZLM had net income of \$277,000. Our net income for 2013 was \$420,000.

The ministry's January 2015 net income shows to be \$282,000, but our CPA will move the donations postmarked in December back to 2014. This is to say 2014's figures will look better, and January's net income will fall in accordance to when the particular contributions were mailed.

8. **TEI financials** (tentative). Zola Tours appears to have lost \$24,900, compared with net earnings of \$3,200 in 2013. Our independent auditor will refine the tentative 2014 figures during his week-long visit in May.
9. **Office space lease** (July 1, 2014 – June 30, 2019). Our rent is locked in at \$4,482/month plus electricity.
10. We sent fourteen **To the Jew First (TFJ) Missionaries** to Israel in 2014 (up from eight in 2013, six in 2012, and six in 2011). Dr. Todd Baker goes each time and supervises trained, qualified co-missionaries. We are projecting fourteen TFJ missionaries for 2015.
11. **TV Production.** ZLM increased our production budget by \$80,000 last year to a total of \$530,000. In light of continued strong revenue and growing cash reserves, our TV producer Ken Berg suggested we maintain the larger budget in order to add dramatic reenactments with OT character actors to our pending television series.
12. **Added Thursdays on Daystar.** Recently adding 9:00 AM Central Time on Thursday mornings to our weekly Daystar broadcasts brings us up to three times per week, including 10:00 PM Central on Thursdays and 5:00 PM Central on Fridays. The Daystar broadcasts complement the farther reaching but early-early, cable-only ABC Family air time, Sunday mornings at 5:30 on both coasts (3:30/6:30 Mountain Time and 4:30 Central Time)
13. **LL cover letter.** We probably will add a cover letter from the editor, Margot Dokken, each quarter to increase readership interest with the particular issue, enhance fund raising, and develop another ZLM personality for our readers to get to know.
14. **ZLM, Ltd.** Considering that the ministry's quick assets surpass \$2 million, it might be beneficial to create a partnership for asset protection. Such

would initially cost ~\$3,000 in legal/filing fees and probably necessitate filing an additional annual tax return. The benefit would be additional asset protection, above and beyond our \$1 million liability insurance policy.

15. **Staff Compensation.** In response to a question from Mark Nelson, Mark Levitt reviewed the adequacy of the ZLM staff's compensation, including their hourly rates and various benefits. The benefits include health insurance, paid sick/vacation days, paid holidays, flex time, and 401K matching.
16. **Updating [www.levitt.com](http://www.levitt.com).** The board discussed the importance of the ministry's website availing its newest television productions before the classic ones and the increasing importance of versatile, user-friendly, on-demand streaming.