

ZOLA LEVITT MINISTRIES, INC.'S
Spring 2023 Board Meeting (May 3, 2023)

The semi-annual meeting of Directors was conducted as a Zoom conference at 11:00 on Wednesday morning, May 3, 2023. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President
Mr. Mark Levitt, Executive Director, Secretary/Treasurer
Mr. Lou Hays, Director, Audit Committee
Mr. Jay Ledbetter, Director
Mrs. Margot Dokken, Director

Since Mark Nelson (Director, Audit Committee) had a prior commitment, Mark Levitt agreed to debrief him about the meeting shortly thereafter.

NEW BUSINESS

1. ZLM's **44th anniversary** since since incorporating in May 1979.
2. **Size of mailing list:** approximately 13,800, including 170 foreign subscribers and 884 inmates — up from 13,000 last fall. ZLM also has 7,100 virtual subscribers, aside from those who regularly read our newsletters at www.levitt.com without subscribing. Therefore, the ministry has upwards of 21,200 regular readers plus those with whom they share. And an additional 300 subscribers to the virtual *Levitt Letter Extra*.
3. Board members **receiving newsletters?**
4. The **2022 audited Financial Statements** are in process with our auditors visiting the office during the last week of this month.
 - a. ZLM's 2021 Form 990 is posted at <https://www.levitt.com/about#docs>
 - a. Our Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at <https://www.levitt.com/>
5. **Newest TV series:** *Much Like Peter*. The nine 30-minute TV programs are available on DVD and posted for free viewing at www.levitt.tv.

6. **Stats** on four national television networks and YouTube

Daystar — 110 million households stateside
2.1 billion globally via broadcast and cable in 200 countries

TCT — 28 million households

NRB-TV — 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV

GEB-TV — 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs

YouTube — 26,200 subscribers, up 10.5% from 23,700 subscribers last fall

7. **Web traffic.** www.levitt.com averages 2,102,000 hits per month, about 4% lower than the 2,186,000 hits last fall

8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director. Meanwhile, Mark's daughter Sarah Guigneaux has been a contingent signatory for transacting the ministry's business when Mark is unavailable.

9. **Gross Revenue** for 2022 was \$4.35 million, thanks to two sizeable bequests. That is \$1.36 million (45%) higher than the \$2.99 million revenue in 2021. Our 2023 YTD gross revenue is \$535,000 through March, roughly 17% lower than last year at this time.

TEI has YTD net income of \$7,000. Sales for our fall 2023 Israel tour have been slow thus far.

10. **Projected Net Assets** as of December 31, 2023: \$3.45 million, which is about a million higher than last year's \$2.43, thanks again to two major bequests.

11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.

12. We took 6 To the Jew First (TJF) Missionaries to Israel in 2022, and are likely to take 6 more in 2023.

13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to determine our production and airtime budgets. In 2023, we're likely to spending \$660,000 to create 29 new programs, update 15 and rerun 8. Last year we created 22 new programs.
14. **Social media likes, followers, and subscribers.** On Facebook we have 104,000 likes. We have 18,600 Twitter followers and 26,200 YouTube subscribers. Andrea Davis, at Berg Productions, handles our social media endeavors
15. **Leroy Skaar Estate.** Thanks in large part to the bequest received last year from Leroy Skaar in Colorado, ZLM ran substantially in the black and is able to continue our regular television production as well as retool.
16. Please pray that other ZLM supporters step forward with major contributions as Alfred Weinstein and Leroy Skaar have since our monthly income too often amounts to less than our expenses.
17. **Bearded Bible Brothers' Role.** The ministry is increasingly promoting the BBB's social media presence and soon will introduce them to viewers of *Our Jewish Roots*.

OLD BUSINESS

1. ZLM's **43nd anniversary** since since incorporating in May 1979.
2. **Size of mailing list:** approximately 13,000, including 155 foreign subscribers and 740 inmates — up from 11,900 last spring. ZLM also has 7,400 virtual subscribers, aside from those who regularly read our newsletters at www.levitt.com without subscribing. Therefore, the ministry has upwards of 20,400 regular readers plus those with whom they share. And an additional 290 subscribers to the virtual *Levitt Letter Extra*.
3. Board members **receiving newsletters?**
4. The **2021 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2021 Form 990 is posted at <https://www.levitt.com/about#docs>

- b. Our Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at <https://www.levitt.com/>
5. **Newest TV series:** *Much Like Peter* and *Jeremiah: Hope Over the Horizon*. Their 30-minute TV programs, nine each, are available on DVD and posted for free viewing at www.levitt.tv.
6. **Stats** on four national television networks and YouTube
- Daystar** — 110 million households stateside
2.1 billion globally via broadcast and cable in 200 countries
- TCT** — 28 million households
- NRB-TV** — 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV
- GEB-TV** — 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs.
- YouTube** — 23,700 subscribers, up 6,100 (35%) from 17,600 last spring
7. **Web traffic.** www.levitt.com averages 2,186,000 hits per month, negligibly lower than the 2,189,000 hits last spring.
8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director. Meanwhile, Mark's daughter Sarah Guigneaux has served as a contingent signatory for transacting the ministry's business when Mark is unavailable, such as when he was sick with covid.
9. **Gross Revenue** for 2021: \$2.99 million. Our 2022 YTD gross revenue is tentatively 12% higher than 2021's, while YTD expenses have risen 10.3%. We have year-to-date net income of \$46,500 on gross revenue of \$3,069,000.

TEI has a YTD net loss of \$12,000 this year. Meanwhile sales for our spring 2023 Israel tour look promising. We're pursuing a Greek tour-cruise agency that will reliably refund our deposit if need be rather than holding onto it in the event of needing to cancel due to a pandemic, etc.

10. **Projected Net Assets** as of December 31, 2022: \$2.43 million, which is about \$100,000 higher than last year.
11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We are likely to take **6 To the Jew First (TJF) Missionaries** to Israel in 2022, and are likely to take 6 more in 2023. None could go in 2021 or 2020.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to calculate our production and airtime budgets. Spending \$660,000 in 2022, we created 22 new programs, updated 8 others and had 21 reruns. Last year we created 24 new programs.
14. **Social media likes, followers, and subscribers.** On Facebook we have 103,700 likes. We have 18,500 Twitter followers and 23,700 YouTube subscribers. Andrea Davis, at Berg Productions, handles our social media endeavors.
15. **Remodeling of rented office suite.** With the five-year renewal of our lease (thanks, Mark Nelson!), we replaced our carpet, updated to LED lighting, and painted key areas. We briefly stored most everything in a vacant suite for the work to be done during Thanksgiving week. Our office manager Jane Derrick, webmaster Greg Hartwig, and staffers made quite a team. Such capable, reliable workers this ministry has!
16. **Alfred Weinstein Estate.** Thanks in large part to the bequest received this year from Alfred Weinstein (1948 – 2021), ZLM is running slightly in the black without having to reduce television production. The October 2022 *Levitt Letter's* Note from Mark, on page 14, includes a tribute to Alfred's life and legacy. <https://www.levitt.com/newsletters/2022-10.pdf#page=14>

Please pray that other ZLM supporters step forward with major contributions as Alfred did since our monthly income too often amounts to less than our expenses.

17. **Board resolutions:**

- A. Approve **Sarah Guigneaux** (Zola's granddaughter and Mark Levitt's daughter) as contingent signatory for Mark Levitt in events of his unavailability for weekly check runs and other routine business.
- B. Welcome **Margot Dokken**, *Levitt Letter* Editor from 2006 – 2021 and continuing editing volunteer, to serve as a director on the board.