

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

### **April 19, 2016 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 Tuesday morning, April 19 at 11:30. David Hitt and Mark Levitt attended in person and teleconferenced with the four 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 R. Salmans, III, Director, Audit Committee  
Mr. Mark Nelson, Director  
Mr. Jay Ledbetter, Director

#### NEW BUSINESS

1. ZLM's 37th anniversary.
2. **Size of mailing list:** 25,800, including more than 1,700 inmates, and 360 foreign subscribers. The 16% increase is partially attributable to recently relaxed purging parameters.
3. Board members receiving **newsletters**? Tentative 2015 financial statements were sent via email.
4. **Web traffic.** www.levitt.com averages 130,000 successful requests per day, down 13% from the 2015 count of 149,490.
5. **Social media progress.** Since last April, our likes on Facebook have increased 53%, from 67,170 to 102,500. We now have 15,600 Twitter followers, up 24% from 12,600 last year.
6. **Compensation.** in February, the staff received COLAs of .07% with minimum adjustments of \$.25/hour.
7. **ZLM financials** (tentative). 2015 year-end net worth: \$2.59 million (an increase of \$12,400 over 12/31/14). Though annual gross revenue fell

from \$4.05 million in 2014 to \$3.77 (our CPA will adjust this figure upward) in 2015, ZLM had net income of \$53,700. Our net income for 2014 was \$277,000.

8. **TEI financials** (tentative). Zola Tours had a net loss of \$4,800, compared with a negative net of \$24,300 in 2014. Our independent auditor will refine the tentative 2015 figures during his 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 2015 (fourteen in 2014, eight in 2013, and six in 2012). Dr. Todd Baker goes each time and supervises trained, qualified co-missionaries. We are projecting fourteen TFJ missionaries for 2016.
11. **TV Production.** ZLM maintained our annual production budget of \$530,000. In light of continued strong revenue and growing cash reserves, our TV producer Ken Berg suggested we maintain the substantial budget in order to add dramatic reenactments with OT character actors to our pending television series.
12. **LL cover letter.** We have added 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.
13. **Updating www.levitt.com.** Soon our webmaster, Greg Hartwig, will have coordinated with Buzz Rocket Media to make the ministry's website even more iPhone friendly. Expending roughly \$10,000 for this endeavor will result in more hits from us being more highly prioritized in Google searches, etc.
14. **Expanding teaching resources.** We anticipate adding several new items above and beyond DVDs of our latest television series. Last fall we began offering Ahava skincare products from the Dead Sea. The other candidates include best selling messianic books and an inexpensive piece of jewelry that incorporate the menorah, Star of David, and fish.

## OLD 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.