

ZOLA LEVITT MINISTRIES, INC.'S

December 13, 2016 Board Meeting

The semi-annual meeting of Directors was conducted as a teleconference at 11:30 on Tuesday morning, December 13, 2016. 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
Mr. Mark Nelson, Director

Major Salmans and Mr. Ledbetter were apprised of the subject matter discussed by receiving these minutes.

NEW BUSINESS

1. ZLM's 37th anniversary.
2. **Size of mailing list:** 20,030, including 326 foreign subscribers and 1,089 inmates. This totals about 2,200 less subscribers than we had in the spring, thanks primarily to a recent purge of inactive subscribers.
3. Board members receiving **newsletters**? Major Donor Notes?
4. The 2015 audited Financial Statements are posted at <http://www.levitt.com/about>
 - a. ZLM's 2015 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: *Beauty for Ashes*, available on DVD and posted at www.levitt.tv (click on Archives)
6. Stats on national television networks:
Freeform (ABC-FAM) — 94.4 million households (the same as before). This amounts to 81% of U.S. households with at least one television

- Daystar** — 109 million households, up 9% from 100 million (now eclipsing TBN) Its broadcasts reach 200 countries and 670 million households globally
7. **Web traffic.** www.levitt.com receives 3.3 million hits per month YTD, down 17% from 4 million per month last year.
 8. **Contingency planning.** ZLM's webmaster Greg Hartwig would be a strong candidate to serve as at least an interim executive director, given his ongoing exposure to many facets of the ministry.
 9. **Projected Gross Revenue** for 2016: \$3.6 million, down from \$3.9 million in 2015. TEI is projected to earn ~\$5,000 this year on gross income of approximately \$500,000.
 10. **Projected Net Assets** as of 12/31/16: \$2.2 million, a decrease from \$2.3 million as of 12/31/15.
 11. **Compensation.** No significant changes.
 12. We have taken 12 **To the Jew First (TFJ) Missionaries** to Israel this year and 2 to Rome. We sent 12 to Israel in 2015 and 14 in 2014 — Dr. Todd Baker plus at least one qualified co-missionary that he has nominated and trained.
 13. **TV Production.** We have created 22 new programs in 2016 with a budget of \$516,400. In 2015, we produced 30 new programs with a production budget of \$525,000. We produced 29 in 2014.
 14. **Social media progress.** Our likes on Facebook have increased to 106,500. We now have 16,610 Twitter followers. Andrea Davis, at Berg Productions, has taken over our social media endeavors.
 15. **Updating levitt.com.** The ministry's website has been reconfigured to now be completely interactive with iPhones, Androids, and other smartphones.

OLD 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.