

ZOLA LEVITT MINISTRIES, INC.'S
Fall 2020 Board Meeting (October 1, 2020)

The semi-annual meeting of Directors was conducted as a teleconference at 10:45 on Thursday morning, October 1, 2020. We opened and closed the meeting in prayer. Those present were:

Mr. Mark Levitt, Executive Director, Secretary/Treasurer
Mr. Don Parker, Director, Audit Committee
Mr. Mark Nelson, Director, Audit Committee
Mr. Jay Ledbetter, Director
Mr. Lou Hays, prospective Director

Dan Young, previously a Director, had been in hospice for recurring cardiopulmonary issues and weeks ago went to be with our Lord. We pray for his family and remain grateful for his founding and maintaining www.levitt.com in the early '90s.

NEW BUSINESS

1. ZLM's pending **42nd anniversary** since our first broadcast in December 1978.
2. **Size of mailing list:** 18,100 (up from 16,500 since March), prior to a pending purge. Our mailing list includes 215 foreign subscribers and 1,600 inmates.
3. Board members **receiving newsletters**? Major Donor Notes?
4. The **2019 audited Financial Statements** soon will be posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2019 Form 990 — posted at <https://www.levitt.com/about#docs>
 - b. Catalog/Supplement, Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* — posted at <https://www.levitt.com/>
5. **Newest TV series:** *Revelation: Unveiling the Visions*. With theologian Dr. Jeffrey Seif and studio co-hosts David and Kirsten Hart, it walks viewers

through each of the 22 chapters, which include glorious visions and angelic visitations. It has eight 30-minute TV programs and is available on two 2-hour DVDs and posted for free viewing at www.levitt.tv.

6. **Stats** on three national television networks

Daystar — 109 million households stateside
 609 million households overseas in approximately 200 countries
 718 million worldwide via broadcast and cable

TBN — 117 million potential household

TCT — 60 million households

7. **Web traffic.** www.levitt.com receives 4,026,000 hits per month, up 8.2% from 3,721,000 million in March. This volume remains notably higher than last year, before the ministry began routinely asking our newsletter readers to “tune in” *Our Jewish Roots* at www.levitt.com and www.levitt.tv.

8. **Contingency planning.** ZLM’s webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry’s *Levitt Letter* writer and Israel tour host Tony Derrick, who has served in many ministerial capacities since 1989

9. **Projected Gross Revenue** for 2020: \$3.3 million. Our YTD gross revenue is 6.3% higher than 2019’s, while our YTD expenses have risen 5.4%. We have a year-to-date net loss of \$11,600 on gross revenue of \$2,160,000. Such figures are encouraging in light of not only COVID-19 but also the added expenses of our two new television networks, TBN and TCT.

Zola Tours is likely to borrow \$100,000 from the ministry this year in order to remain ready to host Israel tours after the pandemic. Its advertising continues unabated on *Our Jewish Roots* and in both of the ministry’s newsletters.

10. **Projected Net Assets** as of 12/31/20: \$2.4 million, which is about the same as on 12/31/19.

11. **Compensation.** No significant changes.

12. Due to COVID-19, we have not sent any **To the Jew First (TJF) Missionaries** to Israel this year. We sent 8 in 2019 and 4 in 2018. The TJF Fund is financially prepared to send at least 4 missionaries to Israel in 2021.
13. **TV Production.** Spending \$657,000 on production in 2020, we will have zero repeats now that the program is called *Our Jewish Roots* instead of *Zola Levitt Presents*. Berg productions estimates we will create 26 entirely new programs and 26 revitalized ones — new studio combined with prior on-location teaching from Israel — by year end.
14. **Social media progress.** We have 107,000 Facebook followers (down from 106,000 in March) and 19,100 on Twitter (about the same as in March). Andrea Davis, at Berg Productions, continues to oversee our social media endeavors
15. **David & Kirsten's ongoing dedication.** Their productivity in the studio remains remarkable because they consistently arrive very well organized and prepared to make the most of the production crew's time. Despite the pandemic, both have continued to come to Dallas for occasional studio productions. Meanwhile, Berg Productions has made contingency plans for them to film in a Branson studio, close to home, if need be. They also stand ready to lead our spring and fall tours in 2021, Lord willing.
16. **Coping with COVID-19.** Both the ministry's staffers and those of Berg Productions have been extremely cooperative about working staggered shifts, performing their duties from home, social distancing, hand washing, and wearing face masks. To maintain the safest environment possible, the ministry's office has been closed since March to non-employees, including the building's janitorial services. Beyond that, staffers have received computers and other office equipment to optimize their effectiveness when working remotely.

The next step in preparing for the pandemic's potential resurgence involves determining what each individual most needs in order to be able to shelter in place at home for up to three weeks. Board members and ministry supporters are encouraged just as well to abide the wisdom of Prov. 21:20: "There is desirable treasure and oil in the dwelling of the wise; but a foolish man squanders it."

17. **Advisory Board?** Should ZLM recruit and develop an advisory board? Thus far, candidates for ZLM's pending advisory board include Angie Young and widows of other prior board members — Vivian Mobley, Betty Thomas, and Lee Nelson. Adding their bios and others at levitt.com might help assure ZLMers that the ministry remains true to our original mission.
18. **Lou Hays — prospective director.** Lou Hays, retired in Oklahoma, was our ministry's *Levitt Letter* editor in the mid-2000s and a close personal friend of Zola for decades. A master chess player and credible golfer, he's an accomplished entrepreneur, having owned and operated a travel agency and ice cream store. For nearly a quarter century, he has been an avid volunteer with his local animal rescue chapter. As a sincere Believer in Yeshua and a strong supporter of Israel, Lou stands ready to serve as a volunteer on the ministry's board.

After Lou shared some of the highlights of his 26-year friendship with Zola, including traveling together, the board unanimously accepted Lou as our newest director. Welcome aboard, Lou!

OLD BUSINESS

1. ZLM's **41st anniversary**.
2. **Size of mailing list:** approximately 16,500, including 225 foreign subscribers and 1,300 inmates — up from 13,500 since last fall's postponed purge.
3. Board members **receiving newsletters?**
4. The **2018 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2018 Form 990 — posted at <https://www.levitt.com/about#docs>
 - b. Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* — posted at <https://www.levitt.com/>

CPA Darrell Keller, a 31-year ZLM volunteer, may audit our 2019 financial records remotely due to the recent coronavirus outbreak and file our Form 990 tax return by ECFA's July 31 deadline.

5. **Newest TV series:** *Joshua: More than a Conqueror* is just about to become available on DVD and at www.levitt.tv.
6. **Stats** on three national television networks and YouTube
 - Daystar** — 109 million households stateside
609 million households overseas in approximately 200 countries
718 million worldwide via broadcast and cable
 - TBN** — 117 million potential household
 - TCT** — 60 million households
 - YouTube** — 11,800 subscribers
7. **Web traffic.** www.levitt.com receives 3,721,000 hits per month, down 20% from 4,651,000 hits per month last fall.
8. **Leadership Contingency.** ZLM's webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry's Personal Letter writer and Israel tour host Tony Derrick, who has served in many capacities since 1989.
9. **Projected Gross Revenue** for 2019: \$3.2 million (tentative), up from \$3.0 million in 2018. TEI is estimated to have lost \$1,200 in 2019 on gross income of \$722,000.
10. **Estimated Net Assets** as of 12/31/19: \$2.37 million, up from \$2.14 million as of 12/31/18.
11. **Compensation.** No significant changes.
12. We may take **4 To the Jew First (TJF) Missionaries** to Israel in 2020. We took 6 in 2019 and 4 in 2018 — Dr. Todd Baker and August Rosado plus Robin and Sue Hopper.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to calculate our production and airtime budgets. 2018's gross revenue of \$3 million yielded a 2020 production budget of \$600,000 (20%) and an airtime budget of \$1,200,000 (40%). In 2020, we will create 31 new programs and 23 updated ones with no reruns. Last year we created 24 new programs.

14. **Social media likes, followers, and subscribers.** On Facebook we have 108,000 likes and 105,000 followers. We have 18,850 Twitter followers and 19,000 YouTube subscribers. Andrea Davis, at Berg Productions, handles our social media endeavors.
15. **Senior Theologian.** Dr. Jeffrey Seif continues to serve the ministry via Berg Productions on *Our Jewish Roots*. He teaches and assists with research and fund raising.
16. **New DVD/CD vender.** ZLM's prior supplier closed their DFW location. Rather than relying on their St. Louis and Nashville locations, we switched to Replicopy in Plano, who stores our masters and packaging materials.
17. **Coronavirus Contingency Planning.** Chase Bank will host a webinar this afternoon to address strategies for businesses to cope with potential consequences of pandemics. ZLM's landlord, Pillar Commercial, has undertaken enhanced cleaning throughout our building and upgraded the HVAC filters. Ken Berg is able to shoot worthy footage at Capernaum Studio's First Century Village, which is about 90 minutes west of Dallas.