

ZOLA LEVITT MINISTRIES, INC.'S
Fall 2021 Board Meeting (December 8, 2021)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Thursday morning, December 8, 2021. 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, Audit Committee
Mr. Ledbetter, Director
Mr. Lou Hays, Director

NEW BUSINESS

1. ZLM's **43nd anniversary** since since incorporating in May 1979.
2. **Size of mailing list:** approximately 14,860, including 168 foreign subscribers and 1,014 inmates — up from 13,620 since spring. ZLM also has 8,100 virtual subscribers, aside from those who read our newsletters online at www.levitt.com without subscribing. Therefore, the ministry has nearly 23,000 regulars readers plus those with whom they share our publications.
3. Board members **receiving newsletters?**
4. The **2020 audited Financial Statements** soon will be posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2020 Form 990 is posted at <https://www.levitt.com/about#docs>
 - b. Our Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at at <https://www.levitt.com/>
5. **Newest TV series:** Newest TV series: *Faith of Our Fathers*. With Dr. Jeffrey Seif and David and Kirsten Hart, it features Christian historian David Barton. Mr. Barton presents original source documents that chronicle many of America's Founding Fathers' efforts to anchor America to Christian

faith. With eight 30-minute TV programs, the series is available on two 2-hour DVDs and posted for free viewing at www.levitt.tv.

6. **Stats** on two present and potential 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

TCT — 60 million households

TBN has discontinued OJR pending upgrading our set and filming new Holy Land footage. Berg Productions has negotiated a \$36,000 construction project that should be complete in February.

Victory — Kenneth Copeland's new Victory network is also a possibility in the works

YouTube — 19,600 subscribers, up 5,800 (11%) from 17,600 last spring

7. **Web traffic.** www.levitt.com averages 2,192,200 hits per month, up negligibly from 1,962,000 last spring..

8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director.

9. **Estimated Gross Revenue** for 2021: \$3.2 million. Our 2021 YTD gross revenue is .2% higher than 2020's, while our YTD expenses have risen 9.1%. We have a year-to-date net loss of \$289,600 on gross revenue of \$2,540,000 through October.

Both of TEI's 2021 Holy Land tours were cancelled due to Covid-19. Consequently, TEI stands to borrow \$100,000 more this year (in addition to \$200,000 last year) from ZLM through the end of 2021. Much of that covered staffer time and marketing costs paid back to the ministry for TV airtime and newsletter space.

Thus far, our spring 2022 tour is set to go as scheduled and seems likely to fill a bus since roughly 20 have already enrolled

10. **Projected Net Assets** as of 12/31/21: \$2.24 million, which is the same as 12/31/20.
11. **Compensation.** No significant changes.
12. We may take **4 To the Jew First (TJF) Missionaries** to Israel in 2022. None went in 2021 or 2020, and we sponsored 6 in 2019
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to calculate our production and airtime budgets. 2019's gross revenue of \$3.3 million yielded a 2021 production budget of \$660,000 (20%) and an airtime budget of \$1,320,000 (40%). Berg Productions went \$26,000 over budget, in part to continue adapting to updating our program title from *Zola Levitt Presents* to *Our Jewish Roots*. In 2021, we will create 24 new and 15 updated programs with 13 reruns. Last year we created 31 new programs
14. **Social media likes, followers, and subscribers.** On Facebook we have 104,650 likes. We have 18,186 Twitter followers and 19,541 YouTube subscribers, up 11% from 17,600. 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. **E*Trade Saga.** The ministry finally recovered all but roughly \$700 from E*Trade, pending a transfer of restricted shares to Vanguard, who should prove to be much more cooperative in their liquidation.
17. **Covid Reparations for Israeli Guides and Drivers.** The \$13,000 initially from Universal Travel was well received by our Israeli guides and drivers in the roughly 80/20 proportions recommended by Immanuel Tours, our land agent in Israel.
18. **Switching from TriNet to Paylocity.** It seems very likely the ministry will move the processing of our payroll from the Professional Employment Organization TriNet to the payroll company Paylocity. TriNet recently proposed an exorbitant increase in its fees after years of failing to offer satisfactory health insurance options. Consequently, the ministry may find better benefits for its staff at considerably less expense.

19. **Retired ZLM Soldiers.** The ministry gratefully acknowledges our loyal Bookkeeper **Cynthia Smith**'s quarter century of service to our outreach and welcomes her successor, Becky Marble. Moreover, our beloved editor, **Margot Dokken**, has retired after 15 years of diligent service, and we welcome the successor she helped recruit and train, Greg Miller.
20. **Fervent Prayer Requested for John Parsons.** The author of the Levitt Letter's monthly Hebrew Lesson has volunteered his services for more than 20 years. He is presently making a steady, though risky recovery from Covid-19. Please pray for his full recovery, meaning no long Covid, and his finances as he's resolved to continue providing his wonderful ZLM teaching for free.

OLD 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!