

ZOLA LEVITT MINISTRIES, INC.'S

March 27, 2017 Board Meeting

The semi-annual meeting of Directors was conducted as a teleconference at 11:30 on Monday morning, March 27, 2017. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President
Mr. Mark Levitt, Executive Director, Secretary/Treasurer
Mr. Jay Ledbetter, Director
Mr. Mark Nelson, Director

Mr. Don Parker, Director / Audit Committee, gave advanced notice that he would have to attend a funeral, so he will be advised of the meeting's proceedings after the fact. Maj. Henry Salmans, Director / Audit Committee, subsequently asked that Mark apprise him of the meeting's high points.

NEW BUSINESS

1. **New television studio hosts.** Dave and Kirsten Hart are already writing *Levitt Letter* articles and taping studio segments for *Zola Levitt Presents*. They will serve as praise & worship leaders on the Zola Tours fall Holy Land tour while training to lead subsequent tours. Together they have a wide array of ministerial experience, including authoring books, singing in churches, and serving with ministries abroad.



2. ZLM's 37th anniversary.

3. **Size of mailing list:** Approximately 20,000, including several hundred foreign subscribers and ~1,100 inmates.
4. Board members receiving **newsletters**? Major Donor Notes?
5. The 2015 audited Financial Statements are posted at <http://www.levitt.com/about#docs>
 - a. ZLM's 2015 Form 990 – posted at <http://www.levitt.com/about#docs>
 - b. Catalog/Supplement, Booklist, Airing Schedule, Levitt Letter, Personal Letter — posted at <http://www.levitt.com/>

CPA Darrell Keller, a 27-year ministry volunteer, will audit our 2016 financial transactions this May and submit our Form 990 tax return shortly thereafter.

6. Stats on national television networks
 - Freeform** — 94.4 million households (the same as before)
(ABC-FAM) This amounts to 81% of U.S. households with at least one television
 - Daystar** — 101 million households stateside
680 million households globally in approximately 200 countries
7. **Web traffic.** www.levitt.com receives 2.7 million hits per month YTD, down 18% from 3.3 million per month last year.
8. **Contingency planning.** ZLM's webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry's interim spokesman Tony Derrick, who has served in many capacities since 1989.
9. **Estimated Gross Revenue** for 2016: \$3.6 million, down from \$3.9 million in 2015. TEI is estimated to have earned \$1,200 in 2016 on gross income of approximately \$517,000.
10. **Estimated Net Assets** as of 12/31/16: \$2.4 million, a decrease from \$2.7 million as of 12/31/15.)
11. **Compensation.** No significant changes.

12. We took 14 **To the Jew First (TJF) Missionaries** to Israel in 2016. 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. Sandra projects we will send 13 TJF Missionaries in 2017.
13. **Social media progress.** Our likes on Facebook have increased to 107,100. We now have 17,100 Twitter followers. Andrea Davis, at Berg Productions, handles our social media endeavors.

OLD 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#docs>
 - c. ZLM's 2015 Form 990 — posted at <http://www.levitt.com/about#docs>
 - d. 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** — 94.4 million households (the same as before)
(ABC-FAM) This amounts to 81% of U.S. households with at least one television.
 - Daystar** — 100 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 Total 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 will 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.