

ZOLA LEVITT MINISTRIES, INC.'S
Spring 2022 Board Meeting (May 3, 2022)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Tuesday morning, May 3, 2022. 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. Lou Hays, Director

Mr. Jay Ledbetter, Director, was absent due to a prior obligation with another ministry.

NEW BUSINESS

1. ZLM's **43rd anniversary** since since incorporating in May 1979.
2. **Size of mailing list:** approximately 11,900, including 140 foreign subscribers and 530 inmates — down from 14,900 since last fall. ZLM also has 7,700 virtual subscribers, aside from those who read our newsletters online at www.levitt.com without subscribing. Therefore, the ministry has upwards of 19,600 regular readers plus those with whom they share our publications.
3. Board members **receiving newsletters?**
4. The **2020 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2020 Form 990 is posted at <https://www.levitt.com/about#docs>
 - a. Our Booklist, Airing Schedule, Levitt Letter, Personal Letter are all posted at <https://www.levitt.com/>

CPA Darrell Keller, a 33-year ZLM volunteer, and his daughter (also a CPA) are presently auditing our 2021 financial records remotely due to the ongoing pandemic. They plan to file our Form 990 tax return by ECFA's July 31 deadline.

5. **Newest TV series:** Newest TV series: *Faith for the Future*. With Drs. Jeffrey and Barri Seif and David and Kirsten Hart, it explores the profound faith of Abraham, Isaac, and Jacob. Its ten 30-minute TV programs are available on two DVDs and posted for free viewing at www.levitt.tv.
6. **Stats** on four national television networks and YouTube
 - Daystar** — 109 million households stateside
1.65 billion globally via broadcast and cable in 200 countries
 - TCT** — 28 million households
 - NRB-TV** — (New) 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV
 - GEB-TV** — (New) 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs.
 - YouTube** — 17,600 subscribers, up 5,800 (49%) from 11,800 last year
7. **Web traffic.** www.levitt.com averages 2,189,000 hits per month, about the same as the 2,192,200 last fall.
8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director. Meanwhile, Mark's daughter Sarah Guigneaux has been training for the past six months to learn our office's key positions.
9. **Estimated Gross Revenue** for 2021: \$3.06 million, subject to the pending audit. Our 2022 YTD gross revenue is tentatively 23.1% lower than 2021's, while our YTD expenses have risen 21.3%. We have a year-to-date net loss of \$182,800 on gross revenue of \$727,000.

Both of TEI's 2021 Holy Land tours in addition to those of 2020 were cancelled due to Covid-19. Consequently, TEI has borrowed \$250,000 from ZLM through the end of March 2022. Much of that covered staffer time and marketing costs paid back to the ministry for TV airtime and newsletter space.

Our spring 2022 Holy Land tour and To the Jew First mission trip were

both successful, boding well for our fall tour, likely to fill a bus, and TJF mission trip.

10. **Projected Net Assets** as of December 31, 2021: \$2.3 million, which is about \$128,000 lower than those of the prior year end.
11. **Compensation.** It's been necessary to implement a couple of extra COLAs for our staffers due to the combination of inflation and the increasingly tight job market.
12. We are likely to 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. 2020's gross revenue of \$3.05 million yielded a 2022 production budget of \$610,000 (20%) and an airtime budget of \$1,220,000 (40%). In 2022, we will create 32 new and updated programs with 20 reruns. Last year we created 24 new programs.
14. **Social media likes, followers, and subscribers.** On Facebook we have 105,800 likes. We have 18,314 Twitter followers and 20,900 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. **Tony Derrick's graduation.** On January 10, Tony suddenly passed late at night while at home with his wife Jane. ZLMers are well aware that he was the quintessential willing worker, serving in many capacities during his 32-year ZLM tenure. Coming aboard as our shipping assistant, he became the shipping manager, travel manager, and consulting theologian. It would be impossible to overstate how much we miss him around the office and in our monthly Levitt Letter.

OLD BUSINESS

1. ZLM's **42nd 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.