

**ZOLA LEVITT MINISTRIES, INC.'S**  
**Fall 2022 Board Meeting (December 1, 2022)**

The semi-annual meeting of Directors was conducted as a Zoom conference at 11:00 on Thursday morning, December 1, 2022. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President  
Mr. Mark Levitt, Executive Director, Secretary/Treasurer  
Mr. Mark Nelson, Director, Audit Committee  
Mr. Lou Hays, Director, Audit Committee  
Mr. Jay Ledbetter, Director  
Mrs. Margot Dokken, Prospective Director

Due to a mission trip in Zambia, director Jay Ledbetter missed this meeting and offered his helpful feedback based on the minutes.

NEW BUSINESS

1. ZLM's **43nd anniversary** since since incorporating in May 1979.
2. **Size of mailing list:** approximately 13,000, including 155 foreign subscribers and 740 inmates — up from 11,900 last spring. ZLM also has 7,400 virtual subscribers, aside from those who regularly read our newsletters at [www.levitt.com](http://www.levitt.com) without subscribing. Therefore, the ministry has upwards of 20,400 regular readers plus those with whom they share. And an additional 290 subscribers to the virtual *Levitt Letter Extra*.
3. Board members **receiving newsletters?**
4. The **2021 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
  - a. ZLM's 2021 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/>

5. **Newest TV series:** *Much Like Peter* and *Jeremiah: Hope Over the Horizon*. Their 30-minute TV programs, nine each, are available on DVD and posted for free viewing at [www.levitt.tv](http://www.levitt.tv).
6. **Stats** on four national television networks and YouTube
  - Daystar** — 110 million households stateside  
2.1 billion globally via broadcast and cable in 200 countries
  - TCT** — 28 million households
  - NRB-TV** — 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV
  - GEB-TV** — 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs.
  - YouTube** — 23,700 subscribers, up 6,100 (35%) from 17,600 last spring
7. **Web traffic.** [www.levitt.com](http://www.levitt.com) averages 2,186,000 hits per month, negligibly lower than the 2,189,000 hits last spring.
8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director. Meanwhile, Mark's daughter Sarah Guigneaux has served as a contingent signatory for transacting the ministry's business when Mark is unavailable, such as when he was sick with covid.
9. **Gross Revenue** for 2021: \$2.99 million. Our 2022 YTD gross revenue is tentatively 12% higher than 2021's, while YTD expenses have risen 10.3%. We have year-to-date net income of \$46,500 on gross revenue of \$3,069,000.  
  
TEI has a YTD net loss of \$12,000 this year. Meanwhile sales for our spring 2023 Israel tour look promising. We're pursuing a Greek tour-cruise agency that will reliably refund our deposit if need be rather than holding onto it in the event of needing to cancel due to a pandemic, etc.
10. **Projected Net Assets** as of December 31, 2022: \$2.43 million, which is about \$100,000 higher than last year.

11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We are likely to take **6 To the Jew First (TJF) Missionaries** to Israel in 2022, and are likely to take 6 more in 2023. None could go in 2021 or 2020.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to calculate our production and airtime budgets. Spending \$660,000 in 2022, we created 22 new programs, updated 8 others and had 21 reruns. Last year we created 24 new programs.
14. **Social media likes, followers, and subscribers.** On Facebook we have 103,700 likes. We have 18,500 Twitter followers and 23,700 YouTube subscribers. Andrea Davis, at Berg Productions, handles our social media endeavors.
15. **Remodeling of rented office suite.** With the five-year renewal of our lease (thanks, Mark Nelson!), we replaced our carpet, updated to LED lighting, and painted key areas. We briefly stored most everything in a vacant suite for the work to be done during Thanksgiving week. Our office manager Jane Derrick, webmaster Greg Hartwig, and staffers made quite a team. Such capable, reliable workers this ministry has!
16. **Alfred Weinstein Estate.** Thanks in large part to the bequest received this year from Alfred Weinstein (1948 – 2021), ZLM is running slightly in the black without having to reduce television production. The October 2022 *Levitt Letter's* Note from Mark, on page 14, includes a tribute to Alfred's life and legacy. <https://www.levitt.com/newsletters/2022-10.pdf#page=14>

Please pray that other ZLM supporters step forward with major contributions as Alfred did since our monthly income too often amounts to less than our expenses.

17. **Board resolutions:**

- A. Approve **Sarah Guigneaux** (Zola's granddaughter and Mark Levitt's daughter) as contingent signatory for Mark Levitt in events of his unavailability for weekly check runs and other routine business.

B. Welcome **Margot Dokken**, *Levitt Letter* Editor from 2006 – 2021 and continuing editing volunteer, to serve as a director on the board.

## OLD BUSINESS

1. ZLM's **43nd 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](http://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>
  - b. 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](http://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](http://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.