

Williamsburg Advisory Council
Monday, August 5, 2019

Members Present: Judy Knudson, Al Louer, Sylvia Payne, Jim Rettig, Megan Rhyne, Jeff Rich, Pat Rublein, John Shulson, Jim White, Nolan Yelich

Staff Present: Tom Burton, Deb Farmer, Amy Houck, Dory Morrison, Nancy Rogan, Bert Schmidt

I. WELCOME – Judy Knudson called the meeting to order and introduced new member Jeff Rich, Chief Marketing Officer at the College of William & Mary. He told the Council a bit about himself and then members introduced themselves to Mr. Rich.

II. STATION REPORT – Bert Schmidt announced that the West Point and Surry school divisions have become part of WHRO’s 21 public school systems ownership group as of July 1, 2019. He reported that the Governor in conjunction with the State Department of Education would be announcing the creation of a new course developed by WHRO later this month; the Virginia Capital Foundation has been in discussions with WHRO regarding creating an interactive experience for visitors to Richmond; the federal government passed a budget which will increase funding for public media (the first increase in about ten years); WHRO engineers continue working on installing new equipment for the change in television broadcasting; last week, Rebecca (Bec) Feldhaus Adams began work as WHRO’s News Director and will be hiring two additional reporters in the department; and Bruce Jacobson has joined the WHRO Board of Directors.

III. DIRECTOR OF MARKETING WELCOME – Mr. Schmidt introduced Amy Houck, Director of Marketing and Communications. Ms. Houck briefly told the group about a number of projects she has been working on and passed out a Sesame Street card.

IV. DEVELOPMENT UPDATE – Tom Burton thanked Mr. Louer and Ms. Payne for their recent car donations. He reported that we receive approximately \$200,000 annually from car donations. As of the end of May, WHRO had 22,600 members, 8,800 (40%) of which were sustainers and 189 Legacy Society members. He noted upcoming events: Clay Jenkinson in February (he will also be the talent for the Hunter B. Andrews Dinner); and “Downton Abbey Movie” screening in September in both Norfolk and Williamsburg. He also noted the Development Office will be adding a major gifts officer.

V. CONTENT/INITIATIVE REPORT – Nancy Rogan highlighted several upcoming programs, including, among others, “Charlottesville” airing August 6; Downton Abbey Live airing August 18; Ken Burns’ new documentary “Country Music”; the final season of the Durrells in Corfu; the final season of Poldark; and a new Curate season.

V. OTHER BUSINESS/ADJOURNMENT – There being no further business, the meeting was adjourned. The next meeting is scheduled for November 4, 2019.