

Williamsburg Advisory Council
Monday, February 03, 2020

Members Present: Judy Knudson, Al Louer, Clyde Haulman, Jim White, Pat Rublein, Sandy Lenthall, Sylvia Payne, Elaine Themo, John Shulson, Jim Rettig, Elise Emanuel, Jane Frazier

Staff Present: Tom Burton, Kate Pringle, Nancy Rogan, Bert Schmidt

- I. WELCOME - Judy Knudson called the meeting to order. Bert Schmidt introduced Kate Pringle, WHRO's new Major Gifts Officer, who introduced herself, and then members introduced themselves to Mrs. Pringle.
- II. STATION REPORT - Bert Schmidt provided Human Resources updates. Deb Farmer has retired, and they are searching for a replacement (5 days a week from 9am to 2pm). CFO Tom Morehouse will also be retiring in April. He reported that he will be conducting some interviews later during the week. Raymond Jones will be covering for Dwight Davis' upcoming leave. Bert also shared information about "Antiques Roadshow" in Williamsburg on April 28 and the VIP event the night beforehand, to which WAC members are invited. WHRO staff are working with staff members from Colonial Williamsburg, William and Mary, and the City to facilitate the events. They are also discussing an educational event to be held at Kimball Theater...additional details to follow. WHRO will need approximately 100 volunteers for "Antiques Roadshow" from 6am to 7pm on April 28. The footage will cover 3 new episodes to air next season sometime between January and May of 2021, with a screening party to be determined. Bert shared information on the debut of "Dancing on the Shoulders of Giants," as well as news about the national award received for the Young Storytellers project, where we are working with Regent University students to create an animated series. 13th annual Virginia Media Spelling Bee will be recorded on February 16th and will air on February 29. Bert also shared that there was an increase in federal funding and that he would be back in DC soon to ask for an additional appropriation.
- III. DEVELOPMENT UPDATE – Tom Burton provided additional information about "Antiques Roadshow" tickets, including information about the reception on April 27 that WAC members will be invited to. He shared that he has 'untimed tickets' for those members who want to bring two items for appraisal at some point throughout the day. Members must let Tom know by this Friday, February 7, if they would like to attend. Nancy is working on engaging more diverse guests to participate in "Antiques Roadshow." Tom shared that over 40% of our members are sustainers, which is more predictable for the budget. When airing the "Ducks in a Row" spot, we received 200 inquiries at the end of 2018 and 120 at the end of 2019. The Clay Jenkinson event on February 25 is now sold out! Clay will also be the special guest at the HBA dinner on February 27. Additionally, a special series of luncheons will be held at the end of March/early April, including the Board Alumni Luncheon on Marcy 31, Legacy Society on April 1, and Corporate Underwriters on April 2.
- IV. CONTENT/INITIATIVE REPORT – Nancy Rogan highlighted several upcoming programs, including, among others, "A Very British Romance with Lucy Worsley" on February 9, "Frontline: Amazon Empire" on February 18, "Independent Lens: Always in Season" on February 20, "Miles Davis: Birth of the Cool" on February 25, and the Spelling Bee on February 29. Nancy also highlighted the Classical Open Mic night at Aromas Café in Williamsburg on February 13, as well as the "Wall of Faces" initiative with only 3 faces left! Additional funding has been secured for Curate and "Blood Sugar Rising."
- V. OTHER BUSINESS/ADJOURNMENT – There being no further business, the meeting was adjourned. The next meeting is scheduled for May 4, 2020.