

Williamsburg Advisory Council

February 1, 2016
12:00pm – 1:30pm

Meeting Minutes

Attendees: Bill Bryant, Lester Dubnick, Karen Jamison, Al Louer, Rik Rikkola, John Shulson, Jim White, Nolan Yelich

Staff: Bert Schmidt, Phillip Perdue, Heather Mazzoni, Amanda Herring

- I. Welcome: Karen welcomed everyone
 - Bert invited everyone to join Raymond Jones in the studio for a “tour” and to learn more about the capabilities of the Williamsburg studio
- II. Council Business: Phillip -
 - Advocacy- We’ve provided you each with a car magnet and palm cards. The cards are great because they give a quick snapshot of WHRO, what we do and who we are. We have extras if anyone would like some more. They’re great to give out when talking to anyone who may have interest in WHRO.
 - Bert: The funding from the State and Jane Batten runs out in 2017. If anyone has a relationship with Tommy Norment please let us know or mention to him your involvement with WHRO.
 - Local Events – Are there any upcoming events that any of you will be attending that you think would be appropriate to have one of us attend with you?
 - Lester: On April 2nd the VSO has their Annual Gala. They raise a good amount of money at the event.
 - Phillip: Because it is a fundraising event for them it may not be appropriate for us to attend that particular event. But there are a lot of overlap donors that give to us and VSO.
 - John: They should have a list of donors in the event program. That may be a good list to have. We should ask if they’d be willing to let us have a copy of the guest list.
 - Al: There won’t be an issue with legality. We just need to have that conversation with VSO.
 - Phillip: That’s a great idea.
 - Programming Ideas –
 - Heather: Shannon Bowman, our Online and Social Media Producer, spoke at a Cultural Alliance meeting here in Williamsburg. She met some folks at the meeting that gave her a tour of the area and info on the local art scene. She’s now looking at possibly featuring them on The Scene.
 - Bill: Carlton Abbott is a local artist that would be worth looking into.
 - Phillip: The Stryker Building postponed opening but it looks like it should be opening in March/April timeframe now.
 - Nolan: The library will have exhibition space in the building.
 - Jim: WJCC Schools Foundation gave over \$28K with a new grant. Clarence Wilson is the President of the Foundation.

- Phillip: That could be a good story for HearSay.
- John: First Baptist Church started the “Let Freedom Ring” event today
- Heather: We had a crew there this morning filming at the event.
- Nolan: It would be a good idea to invite Tommy Norment to come to one of our meetings to see everything we have going on. Tommy has a weekly newsletter that he sends out to his constituents with pictures of people who come to visit him. It would be great if you could get in there, Bert, during your visit.

III. Content Report: Heather -

➤ Radio:

- **NPR/PBS News Specials:**
 - ✓ 3 Primaries
 - ✓ Presidential Debate – February 11, 9 PM
 - ✓ Mayoral Debate – April 2016

➤ TV Highlights:

- **The Black Panthers: Vanguard of the Revolution**
Tuesday, February 16, 9 PM
- **Spelling Bee**
Saturday, February 20, 2 PM
- **American Masters: Loretta Lynn: Still a Mountain Girl**
Friday, March 4, 9 PM

➤ Local Initiatives:

- **Race Let’s Talk About It**
Town Hall at Fort Monroe
Thursday, February 4, 6 PM
- **Comedy Boot Camp**
Funded by the Goode grant
Seeking additional funding from CPB
Shooting starts February 20 (Williamsburg)
- **VAF partnership**
Selected Shorts coming to town
Classical Coffee Concerts will be hosted by 90.3 personalities
- **Williamsburg Health Foundation**
WHRO is creating healthy videos for kids

IV. Events Report: Phillip -

- January 21st was the Williamsburg Capital Campaign Celebration. We felt it was important to have a celebration here because of the tremendous support we received from Williamsburg. Anne Conner hosted us at TowneBank. I wasn’t able to be there but we had a nice turnout and I hope some of you were able to attend.
 - Karen: We had a very nice time. Everything was done very well. Anne is a wonderful ambassador for WHRO.
 - Bert: Those of you that were there heard me announce that Sally McConnell has joined WHRO as our Marketing Officer. She spent numerous years in the Marketing Department at CW. We’re happy to have her on our team now. She’ll be attending these meetings in the future so if you haven’t met her yet you’ll have a chance to.

- The annual Strolling Supper event is happening on Sunday, February 28th, at the Renaissance Portsmouth Waterfront Hotel. Tickets are \$50 but as a member of the WAC we are offering you a 20% discount so you only pay \$40. You have also been provided with information on sponsorships for the event. If you work for a company that may be interested in sponsoring the event or if you know of anyone that might be interested please let us know.

V. Organizational Update: Bert -

- Our COO, Doug Weiss will be moving to a part-time role this summer so we are actively seeking candidates for the COO position. We are really looking for someone who has a good understanding of the online and educational portions of what we do. We'd like to find someone who is experienced. 40% of our revenue comes from these mediums so we need someone who knows what they're doing. We'd like to have someone selected by April. The position is posted on our website but the best way to get someone for this type of role is by word of mouth. If you know anyone please send them our way.
- As you all know, we have a literacy van that visits schools and daycares. We just received funding for a STEM Van. It is now officially on order. If you know of anyone that could benefit from this or be interested in having the van visit a location please let us know.
- Does anyone have suggestions for places to have screenings in this area? We'd like to have them up here but want to make sure we're looking at the right locations.
 - Karen: Kimball Theater has around 400 seats.
 - John: The Paragon Theater in Newport News is a great location.
- Some of you may have heard about the Wall of Faces Project. They are trying to find a picture of everyone listed on the Vietnam Veterans Memorial. There are over 1,300 Virginians on The Wall. We still have over 500 Veterans that we are looking for. You can see the list of names on our website.
 - Bill: You should contact VMI. They should be able to help.
- As you all know, WHRO was founded by the local school districts as Home Room One. One of the founders, Mr. Vincent J. Thomas, passed away recently. To honor his memory and contribution to WHRO, we have renamed our Producer's Circle (donors who give \$5,000 to \$9,999) as the Vincent J. Thomas Society.

VI. Adjournment

- Next meeting is scheduled for May 2, 2016, 12:00 pm to 1:30 pm at the WHRO Williamsburg Station