

Williamsburg Advisory Council

May 2, 2016
12:00pm – 1:30pm

Meeting Minutes

Attendees: Nolan Yelich, Clyde Haulman, Elaine Themo, Sandy Lenthall, Al Louer, Karen Jamison, Judy Knudson, Sylvia Payne, Sean Driscoll, John Shulson, Rik Rikkola, Lester Dubnick, Jim White

Staff: Phillip Perdue, Sally McConnell, Heather Mazzoni, Amanda Herring, Deborah Farmer, Áine Cain

- I. Welcome: Judy welcomed everyone
 - Welcome new member Clyde Haulman; intro to staff in attendance
- II. Council Business:
 - Advocacy –
 - Phillip: Is there anyone that you've spoken to that we can follow-up with?
 - Elaine: I'm always talking about WHRO
 - Nolan: Is there any update from Bert's trip to Richmond?
 - Sally/Phillip: The state legislature has increased funding for eMediaVA from \$400,000 (each of these past 4 years) to \$900,000 for both years of the upcoming budget ('17 & '18). These funds will be used for training, marketing and providing single sign-on solutions to school divisions throughout the state.
 - Nolan: Are there other Public Media outlets in VA receiving the same type of funding?
 - Phillip: Other Public Media outlets in the state have not sought funding but we would like them to get more involved.
 - Les: How do we retain the sustaining members?
 - Phillip: It is a continuous pledge that auto renews every year. We've seen an increase in additional gifts from sustaining members during pledge drives and also a huge increase in overall sustaining membership during the drives.
 - Amanda: Sustaining members also receive a letter every year on their anniversary date thanking them for their ongoing support as well as offering an opportunity to switch to EFT payment and to increase their gift.
 - Local Events –
 - Judy: Festival Williamsburg (VA Arts Fest), -
 - Clyde: This is the 20th year for the Festival; Williamsburg portion has really grown and there's an effort to make it more substantial but that is a challenge with venues. It's a game changer for Williamsburg
 - John: It's the same weekend as the Jazz Fest (end of June)
 - Heather: WHRO has a great relationship with the VA Arts Festival. We are currently working with them to film the International Tattoo on the USS Eisenhower next year.

- Elaine: There is a Shakespeare Festival in July. They offer camps and performances.
- Bruton Parish event concludes in June.
- Programming –
 - Heather: Season 3 of The Scene has launched online. We're working with a collaborative to do a 13 episode special in 2017 that would include The Scene and other national arts programming.
 - Phillip: Does anyone have any ideas for things that we could cover?
 - Clyde: The Stryker building may be of interest. It will include 75 years of Modernism in Williamsburg; will also have modern and contemporary art. There have been some changes in leadership with Regional Planning and Transportation, taking off in new directions. There have been discussions of a "mega-region" that would include Richmond.
 - Sean: Lots of local breweries opening up
- Support –
 - Sean: Have you ever looked into real estate listings for people that are moving into the area?
 - Phillip: We have not looked at that but it is a great idea.
 - Jim: The Chamber's website may be a good source for everything going on in the area.

III. Content Report: Heather -

- Radio:
 - On Story will be replacing Car Talk
 - Mayoral Debate in April went off without a hitch, we're looking at doing more with the partners involved in that
 - HearSay will have a live broadcast from the Norfolk Botanical Gardens on Thursday, May 5
 - Invisibilia starts June 17 (7 week run)
 - Anthony McSpadden will be leaving WHRO on May 20
- TV Highlights:
 - **Wallander**
Starts Sunday, May 8, 9:00 PM
 - **Genius by Stephen Hawking**
Wednesday May 18 and 25, 9:00 PM
 - **The White House: Inside Story**
Tuesday, July 12, 8 PM
 - **Dancing on the Edge**
Starts Sunday, June 26, 8 PM
- Williamsburg Health Foundation provided funding to create educational videos for kids on a variety of topics.
 - Judy: What ages are the videos targeted at?
 - Sally: These videos are for 3rd to 5th graders. They also feature local artists and musicians.
 - John: Who approached who about this project?
 - Sally: They approached us. They were looking for something fun to help change behaviors in kids. We're looking at doing a project for older

kids as well. It would be done in a more documentary style, kids talking to kids about issues.

- Phillip: This was a project that was sparked during the Capital Campaign
- Sally: The cost of the project was \$100,000
- Heather: They are allowing us to format the videos into one minute segments that we can air during our kids programming.

IV. Marketing Report: Sally -

- Áine is our Communications intern, today is actually her last day with us as she prepares to graduate from William and Mary. She's helped connect us with the students at the school and with her help we'll have three new interns coming aboard this summer.
- We have a brand new App that you can download and stream all of our programming for both TV and radio.
- We are in the process of launching our Workplace Ready modules. We have the first five modules up and they are targeted for the basic training needs of employers.
- We have a new brand that will be launching soon: VA Center for Virtual Learning (VCVL)

V. Events Report:

- Antiques Road Show is coming to VA Beach for the first time ever. It will be held on Saturday, June 25, at the VA Beach Convention Center. Almost 20,000 people entered the lottery for tickets. WGBH will be providing us the list of all of those names so we can reach out to them. We still have tickets available to purchase (\$500 for a pair).
- The night before the Road Show event we will be hosting a Meet the Appraisers event. This will be Friday, June 24, from 6:00 to 8:00 PM at the VA Museum of Contemporary Art. Tickets for this are \$200 for a pair.
- We just finished filming the Comedy Boot Camp project. We followed eight Veterans participants on their Boot Camp journey and we'll be creating a series that will air around Veterans Day.
- The locally taped Thomas Jefferson Hour segments started airing last week with the second half being aired this week.
 - Les: Clay Jenkinson was very complimentary of his time in Norfolk. He said great things about Barbara Hamm Lee and WHRO.
 - Phillip: He considers us to be one of his flagship stations and he is a great friend to us. We'll definitely be bringing him back soon.

VI. Adjournment

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