

Williamsburg Advisory Council

August 3, 2015
12:00pm – 1:30pm

Meeting Minutes

Attendees: Bill Bryant, Sue Delos, Karen Jamison, Judy Knudson, Sandy Lenthall, Rik Rikkola, John Shulson, Carol Talbot, Jim White

Staff: Bert Schmidt, Phillip Perdue, Heather Mazzone, Dory Morrison, Laura Payne, Amanda Herring

- I. Welcome: Judy welcomed everyone and introduced new member, Sandy Lenthall. Bert then welcomed everyone and introduced new staff member, Amanda Herring. Phillip explained that Amanda is the Major Gifts Associate.
- II. Organizational Update: Bert -
 - Rik is now the treasurer for the Board and there are seven new Board members
 - WHRO won eight awards at the Virginia Association of Broadcasters Awards
 - Capital Campaign is wrapping up and is currently in the Public Phase. A huge thank you to everyone here for helping make it successful
 - Virtual VA is expanding and is featuring a full time online program and will be leasing the 13 core courses with a three year lease; Five new high school courses will be added each year for three years; There is also the capability to create specialized courses for organizations/businesses/schools/hospitals; Teachers are a part of the course and some content comes from teachers
 - We've formed a task force to further research the potential FCC reverse auction of the TV spectrum; the Task Force will make sure we're prepared
- III. WAC Update
 - Dory: There has been a focus on the Capital Campaign and with that wrapping up we want to refocus on the role and mission of the council
 - Karen: Examined the list of members and will be removing those who have said they'd like to resign; looking for ideas of who we can ask to join (Bill mentioned the new Mayor, Clyde Haulman, he will work on arranging a meeting; Bob Harris was also mentioned, he works for the Greater Williamsburg Chamber & Tourism Alliance)
 - Setting term limits: Decided upon a rolling two year term, with automatic renewal unless stated that member would like to step down
 - Bert: I'd like to add another item to role of WAC – To provide WHRO with information on the community for programming purposes as well as thoughts and ideas for local programs
 - Dory: We have almost 19,000 members and Williamsburg makes up 13% of that. Our next step is to bring our focus back to growing WHRO's presence in Williamsburg and building membership
 - Judy: We will stick with our current meeting schedule (November 2nd, February 1st, May 2nd, August 1st)

- Dory: You will receive a meeting notice two weeks prior to the meeting and the agenda will be sent one week prior.
- IV. Capital Campaign
- Phillip: We hit our goal! We're currently at \$13,248,000. Members will get a CC pamphlet with their renewal letters through October. Donations are still coming in. October is Sustainers month so we will send them a pamphlet so they'll have the opportunity to donate.
 - November 4th will be the celebration marking the official end of the campaign. We will plan an additional celebration for Williamsburg (most likely in January) to thank the donors here that contributed approximately \$776,000 to the campaign
 - Bert: Typically membership can slip during campaigns like this but we were lucky and we didn't see any negative effects on our annual membership during the Capital Campaign.
- V. Content Report
- Radio:
 - ✓ **Library of Congress Summer Chamber Music Series**
Wednesdays, 9 PM
 - ✓ **Virginia Opera** broadcasts return in September
 - TV Highlights:
 - ✓ **Big Blue Live**
Monday-Wednesday, Aug 31-Sept 2, 8 PM
 - ✓ **Masterpiece: Arthur & George**
Sundays, September 6-20, 8 PM
 - ✓ **Walt Disney: American Experience**
Monday & Tuesday, Sept 14 & 15, 9 PM
 - ✓ **Masterpiece: Indian Summer**
Sundays, Sept 27-Nov 22, 9 PM
 - Events:
 - ✓ **Raymond Jones**
Narrating the Constitution Day Concert
Merchant's Square w/ the Army TRADOC Band & AF Heritage Band
Thursday, September 17
 - In Production:
 - ✓ **Music and Might: The International Tattoo**
 - ✓ **Veterans Town Hall** – Live to Tape / October 24, 10 AM
- VI. September 13th Event
- Laura: The event is being held from 5:00 pm to 7:00 pm at the Williamsburg Community Building. Invites will be sent out on Thursday to almost 2,800 members in the area. There will be some tables and limited seating. We will have some background music playing throughout. As we approach the event date we may need assistance in calling members for RSVPs. We also need help making centerpieces and with set up the day of.
 - Phillip: WAC members will have name tags with ribbons identifying them
- VII. Adjournment
- Next meeting is on November 2, 2015, 12:00 pm to 1:30 pm at the WHRO Williamsburg Station