

Williamsburg Advisory Council

October 26, 2015
12:00pm – 1:30pm

Meeting Minutes

Attendees: Sean Driscoll, Lester Dubnick, Judy Knudson, Sandy Lenthall, Rik Rikkola, John Shulson, Elaine Themo, Nolan Yelich

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

- I. Welcome: Judy welcomed everyone and introduced new members, Lester Dubnick and Nolan Yelich.
- II. Organizational Update: Bert -
 - Wrapped up Radio pledge drive last week. We raised over \$360,000. The drives brought in higher amounts in the past but with growing sustainer numbers the drives tend to bring in smaller amounts. This was the first radio drive in six months and we were happy with the outcome. There is a TV pledge drive coming up at the end of November and it's being immediately followed by a Radio drive.
 - The trip to London and Highclere Castle in September was a successful trip. Everyone really enjoyed themselves. This was the last trip since Downton Abbey is in its final season.
 - WHRO was recently awarded a \$123,000 planning grant from the Blue Moon Fund for Sea Level Rise. We'll be working with other organizations in the area to work on a regional plan to educate the community on this growing issue.
 - Virtual Virginia, which we operate, is now using our core curriculum courses for a pilot program for full time online students.
 - We hosted the Veterans Coming Home Town Hall on Saturday, October 24. Governor Terry McAuliffe was in attendance. The recording of the event will air on December 7.
 - Our education department is now filming a full algebra course in small segments. We have a teacher in a classroom teaching the course and we're staying ahead of the curriculum so that teachers can use the segments for snow days or as a supplement throughout the year.
 - Per recommendation by this Council, we met with the Williamsburg Chamber and Tourism Alliance and they are now on board with Skills Online and will use our Work Place Readiness Modules.
- III. Council Business: Dory -
 - An updated Council Member List is on the back of everyone's agenda. We've added four new members since we last met: Lester and Nolan along with Tom Phelps and Clyde Haulman who couldn't be here with us today.
 - We've also given each of you a printout of our Leadership Circle Benefits. There is also general membership information. Dory thanked everyone who was already in the Leadership Circle and welcomed everyone who isn't to join. Being in the Leadership Circle has a huge impact. We have around 700 members in our Leadership Circle that give \$1,200 or more a year out of

nearly 19,000 member households. Aside from being a Leader in the community, we offer great benefits to these members for their generous support. Recently we were able to offer seats at the World Affairs Council event on October 28. We have our Producer's Dinner on October 28 where anyone who gives over \$5,000 can attend and we have Rebecca Eaton, Executive Producer for Masterpiece as our guest speaker.

- Bert mentioned our sustainers earlier and I wanted to share just how much the Sustainer Program has grown in the past few years. In 2013 we had 258 sustainers giving \$96,000 annually; in 2014 we had 1,812 giving \$508,000; in 2015 we had 3,517 giving \$897,000; and currently we have 3,632 giving \$921,000 annually. Over 90% of sustainers renew
- Phillip: We have an overall renewal rate of 69%. Sustainers are the easiest way to increase this percentage and the members also appreciate how easy it is for them.
- We've also provided each of you with a list of some of our Corporate Sponsors from the Williamsburg area. We would like to hear from all of you on ideas for other sponsors and helping us make sure we are top of mind here in Williamsburg.
- Lester: Is there a minimum to become a sponsor?
- Bert: There is no minimum. We work with each company/organization to fit their needs whether they want online, print, or on-air acknowledgment or any other specific needs.
- Bert: Part of the requirements for this Council is to provide community info for programming purposes and ideas for local programming.
- Does anyone have suggestions for this?
 - ✓ Symphonicon – Student Run
 - ✓ Arts for Veterans – William and Mary
 - ✓ Reves Center – International Affairs/Students
 - ✓ Opera in Williamsburg (in conjunction with Israel Opera Group – young emerging singers and local talent)
 - ✓ Regional Library has great events – Cultural hub for Williamsburg
 - ✓ Great Decisions – Every Tuesday in February and March
 - ✓ Interpreters in Colonial Williamsburg
- If anyone has other ideas they can send them to Amanda.
- Next meeting is scheduled for February 1, 2016. We will send out a survey to decide if dates should stay as scheduled or if we should make adjustments.

IV. Capital Campaign: Phillip -

- Surpassed goal, currently over \$13.5 million
- Because of a bequest, Williamsburg raised \$1.24 million of that total
- We will host a Capital Campaign Celebration here in Williamsburg in January at TowneBank.

V. Content Report

- Radio:
 - ✓ WHRO/WHRV – Celebrated their 25th Anniversary in September
- TV Highlights:
 - ✓ **PBS Fall Arts Festival : Danny Elfman**
Premieres Friday, October 30, 9 PM

- ✓ **Local: The Scene, 6 part series**
Debuted Friday, October 9, at 8:30 PM
 - ✓ **Music & Might: An International Military Spectacular**
Monday, November 9, 9 PM
 - ✓ **Secrets of the Dead: Jamestown's Dark Winter**
Tuesday, November 24, 10 PM
 - ✓ **Mercy Street**
Sundays, starting January 17, 10 PM
 - Events:
 - ✓ **Mercy Street Screening & panel**
Wednesday, January 13, 6 PM
Mariners Museum
 - In Production:
 - ✓ **Veterans Voices** – a two part follow-up series focusing on the veterans videos produced earlier this year. The series will air Monday, December 7 & Monday, December 14 at 9 PM
- VI. Events Report: Laura -
- September 13th Williamsburg Appreciation Event was a big success. 120 people attended. We got great feedback. There were issues with the sound system that we will get worked out if we host there again.
 - Upcoming Events:
 - ✓ Producer's Dinner: October 28
 - ✓ Independence Campaign celebration in Norfolk: November 4
 - ✓ Independence Campaign celebration in Williamsburg: TBD (January)
 - ✓ Leadership Circle Holiday Reception: December 1
- VII. Adjournment
- Next meeting is (tentatively) scheduled for February 1, 2016, 12:00 pm to 1:30 pm at the WHRO Williamsburg Station