

**Panhandle PBS Advisory Council Meeting
Minutes
Tuesday, August 28, 2018**

The Panhandle PBS Advisory Council met on August 28, 2018 at 4:00 p.m. in the Oak Room on the Amarillo College Washington Street Campus.

Panhandle PBS Advisory Council Members Present

Lindsey Murphy, Vice-Chair; Emily Quinn, Jack Thomas, Patrick Miller, Aaron Pan, Sally Jennings, Stephanie Nielsen, Neal Nossaman, Matt Sanders, Jason Crespin, Wes Reeves, Russell Lowery-Hart and Joel Kaplan.

Panhandle PBS Advisory Council Members Absent

Matt Morgan, Regina Dinga, Nola Hagemeyer, Cameron Monroe, David Walker, Roy Urrutia, Bob Balliett.

Panhandle PBS Staff Present

Kyle Arrant, Kevin Ball, Chip Chandler, Corby Fails, Cullen Lutz, Jack Light, Tammy Conner, Michael Sugden, Mike Smith and Scotty Vanderford

Welcome and Introductions – Lindsey Murphy, Vice-Chair

Lindsey Murphy welcomed the group and called the meeting to order at 4:02 p.m. on August 28, 2018. Introductions were made of all members and staff present.

Kyle Arrant introduced our AISD Pro Interns; Adal Carranza and Jonathan Carrillo. Both students attend AACAL and we are excited to have them with us.

Minutes of the Previous Meetings – Lindsey Murphy, Vice-Chair

Lindsey Murphy asked for review of the August 29, 2017 minutes and asked if there were any revisions or additions. Motion to accept by Kyle Arrant, second Neal Nossaman. Lindsey Murphy moved on to the November 28, 2017 minutes and asked if there were any revisions or additions. Motion to accept by Dr. Aaron Pan, second by Emily Quinn. Next Lindsey asked for review of the February 28, 2018 minutes and asked if there were any revisions or additions. Motion to accept by Wes Reeves, second by Jason Crespin. Lindsey Murphy then asked if there were any revisions or additions to the May 29, 2018 meeting. Motion to accept by Dr. Aaron Pan, second Jack Thomas.

Kevin Ball, CEO Report:

Kevin spoke briefly about the City Council Meeting where they will be issuing a Proclamation on the 30th Anniversary of Panhandle PBS.

Kevin asked if the group had any questions. Jason Crespin asked if the minutes could be sent out earlier to the board members. Kyle Arrant said that we would get them out to them sooner.

Underwriting Update: Jack Light, Senior Underwriting Account Executive, discussed the 30th Anniversary Party on August 30th at Reed Beverage. We have 2 major sponsors for this event, Amarillo National Bank and South Texas Money Management.

Jack is continuing to grow the sponsorship package he put together for nonprofit organizations, the goal was to get more local images out there. We have 3 businesses currently signed up with several more scheduled to begin in the upcoming months.

Kevin Ball thanked Jack for continuing to bring in more underwriters, commenting since Jack came on board in July that we have gone up in revenue 8.5%.

Membership Update:

Corby Fails, Membership/Development Coordinator, shared that this has been a great couple of months. We have kicked off our first 3 Savor events and these have been truly magical. She talked briefly on each of the Chefs, Farmers and Venues where these events took place. In addition Corby talked about the upcoming Savor the Goods Event that is on September 13, 2018 this event will be held at the Amarillo Botanical Gardens and the Chef for this event is Sam Blackburn with Northwest Texas Hospital and Sodexo. Savannah Gates will be the mixologist for this event.

Kyle Arrant encouraged everyone if you have not been to one of these events, you should definitely try to be there.

A short clip was shown on Sam Blackburn and the caprese salad he plans to create for the next *Savor the Goods* fundraiser on September 13th.

The *Savor the Goods* web series launch will be September 6th.

Community Engagement Update:

Cullen Lutz provided information about the Barnes & Noble book fair. Barnes & Noble on Soncy is hosting a Book fair to support Panhandle PBS this month. Almost every purchase in the store counts, including cafe' sales, with the station receiving a percentage of all sales through August 31st. Shoppers must let the cashier know their purchase is to support the station. Jason Crespin included that the Facebook live post done at Barnes & Noble was great.

Cullen also spoke about the recent grants, commenting Panhandle PBS is pleased to have received not one, but two grant awards for our engagement work around *The Great American Read* - the new PBS series about Americans most loved books. Our local engagement involves *The Great Panhandle Read* - a parallel effort to find our region's favorite books, with a "March Madness-style" voting bracket system with advancing books revealed every other week through October paralleling the national voting effort and broadcast. *Check Me Out: A Podcast for Booklovers* is a new podcast series produced by FM90 and Panhandle PBS, highlighting books and themes. Mike Smith will be producing new "mini-casts" as well, augmenting this podcast series. Cullen encouraged members to take part and vote through the station's website and Facebook page, well as listen to the podcast series, available via iTunes and Soundcloud, and tune in to the series' relaunch on Panhandle PBS September 11th through October.

Cullen talked about our successful run of community visits by Curious George over the summer, Panhandle PBS will welcome the costume character of Daniel Tiger in October. Advisory Council members are welcome to assist as costume handlers as we visit a variety of sites both in and outside of Amarillo. Lyndsey Murphy asked "who is Daniel Tiger?" Kyle Arrant answered that we are partnering with students from the Teach Club at Amarillo College and also Amarillo Little Theatre.

30th Anniversary Celebration/YCS Festival:

Chip Chandler provided information on the Panhandle PBS Cuts Footloose to be held at Reed Beverage, This summer garden party will be held 3701 SE 25th Ave, on August 30th from 6:30-9:30 pm, tickets are \$30.00. Noah Jenda will perform '80s hits for a dance, Purple Flamingo Popsicles will have adult popsicles on the outside and a photo booth by Sidecar Photo Co. This will be a great

branding for photos on social media. We will also have a silent auction with over \$12,000.00 in donations.

Chip also provided information on the Yellow City Sounds Music Festival: Music Made Here to be held from 2:00 to 10:00 p.m. Saturday, Sept. 1st at Memorial Park, this will be the 30th Anniversary of the station. We will be celebrating both the past and future of Amarillo music. Approx. 3,000 people last year, expecting it to double that number this year. The Bands participating in this event are:

The Groobeys: First time performing together in 17 years, best known now as the band who first played "Wide Open Spaces," but there wasn't a hotter band on the Amarillo scene 20 years ago

Krakt: '80s rock band featuring Chuck Alexander, Bob Hopkins and Scott Nall. Toured the region in the late '80s and got a video played on Much Music in Canada

Turbine Toolshed: 2000s-era Americana band that broke up in 2014 but whose influence is still being felt today in some of Amarillo's most popular bands. Three of the musicians still perform regularly

Mount Ivy: Recently reunited after a year off, the hottest indie rock band in Amarillo is going strong yet again, drawing huge crowds at bars and music festivals

Comanche Moon: Progressive Americana band will release its latest album later this year through Red Music, a division of Sony Music Entertainment. Their current single "The One That You Love" is climbing Texas charts now. They also performed earlier this year in one of our Yellow City Sounds Live in-studio concerts.

Fine and Dandy: An Americana Duo will also perform.

A Chick fil A kids area will be available from 2:00 to 5:00 p.m. Vendors for this area include Chick Fil A, Don Harrington Discovery Center, Panhandle Plains Museum, AMoA, Home Depot, AC Teach Club, Coffee Memorial, Family Care Foundation, AFD Smokehouse, and the Amarillo Zoo.

Vendors include: Free Cheese t-shirts, Fishlady's Fashion Bowtique, Nothing Bundt Cakes, SanJac Art Collective, Studio 3313, Wolfe Prints, Zint Vintage, Red Cross, Hena House, Metro PCS, AmaDazzle, Amarillo College, IV Rehydration Services and Martha's Home.

13 Food trucks have confirmed, possibly 14: These include Mitch E's Frozen Lemonade, Pizza Nomad, Tacos Plaza, Cowboy Gelato, Papa's Concessions, Marble Slab, J&L Good Grubs, Coast to Coast, Golden Light Go, Purple Flamingo, Fresh Box, YCSF Go, J and R Family Catering and Thumper's Grill.

Panhandle PBS will be celebrating Family, Music and Food. Chip included that about 3,000 people attended last year, we are expecting to double that this year.

With that, Kyle Arrant said a signup sheet was sent out and encouraged everyone to sign up for a time to volunteer.

Content Update:

Kyle Arrant reported that Karen is in Dallas this week but he wanted to let us know it was decided as a station that we will continue The Vault programming on Thursday evenings at 7:00 through Christmas. The feedback on these programs has been phenomenal.

Mike Smith talked about his projects on going behind the scenes at schools to see what happens throughout the year. We watched a clip of an Ande Parlow, and ESL teacher at Tascosa High

School. Mike pointed out the tiles on the ceiling of the classroom, he said at the end of the year the students are encouraged to take a tile and paint in to tell the story of how they got here. Mike Smith will go next to interview a janitor and take you on a journey of what happens throughout the day. Kyle Arrant took a minute to brag on how meaningful these pieces are and how much they are being shared.

Chip Chandler included information about The Season. The Season will evolve into a web series that will preview all of the major arts productions each year.

Episodes from Panhandle PBS's vault began airing in March and will continue through the end of the year. The second half of the year will see some beloved specials encoring for a second time this year alongside many that haven't been seen in several years. Many of these encore airings will be tied to the local arts groups' season premieres.

Kyle Arrant put on the screen a list of dates:

August 30th- Panhandle PBS Cuts Footloose 30th Anniversary Party at Reed Beverage

September 1st-Yellow City Music Festival at Memorial Park

September 7th -FM 90 pop up. The Deltaz @ Six Car Pub

September 13th -Savor the Goods being held at Botanical Gardens

October 11th-Savor the Goods with Chef Rory Schepisi

Everyone was encouraged to attend these events.

Kyle Arrant spoke about Amy Presley and how she is doing great things for the station. Enrollment is over capacity and the station is doing very very well. Kyle said Amy has brought the enthusiasm that we needed to be successful.

Old Business/New Business: Lindsey Murphy

Old business discussed was the emails being sent out, Lyndsey asked if the members felt more engaged, Joel Kaplan said he liked the emails and felt like it was his impression that when we get the emails we then inform family, friends and coworkers of what is going on and what is coming up. Corby Fails commented that the open rate for emails going out to our members is 25% which is great. Wes Reeves said he would like the old fashion way of communication and that is with a good ole phone call. Kyle had people show raised hands on whether having a 12:00 lunch meeting might be a better time for the next Advisory Council Meeting, several hands were raised.

New business, Stephanie Neilson asked if it was possible to know the financial side of our projects so we can decide how beneficial they are. Kyle asked that if anyone has and concerns or questions to please call us, we are always here to help. Jason Crespin asked about name tags for volunteers so that people know who they are when they are helping us. Kyle said he would be sure they had name tags.

Adjournment

With no further business, Lindsey Murphy adjourned the meeting at 4:55 p.m.

Next Scheduled Advisory Council Meetings:

Tuesday, November 27, 2018

Tuesday, February 26, 2018