

**Panhandle PBS Advisory Council Meeting**  
**Minutes**  
**Tuesday, May 29, 2018**

The Panhandle PBS Advisory Council met on May 29, 2018 at 4:00 p.m. in the Badger Room on the Amarillo College Washington Street Campus.

**Panhandle PBS Advisory Council Members Present**

Matt Morgan-Chair; Emily Quinn, Jack Thomas, Patrick Miller, Aaron Pan, Lindsey Murphy, Regina Dinga, Sally Jennings and Joel Kaplan

**Panhandle PBS Staff Present**

Kyle Arrant, Kevin Ball, Chip Chandler, Corby Fails, Hilary Hulsey, Cullen Lutz, Jack Light, Tammy Conner, Amy Presley, Karen Welch, Charlie Fuller and Scotty Vanderford

**Welcome and Introductions – Matt Morgan, Chair**

Matt Morgan welcomed the group and called the meeting to order at 4:04 p.m. *on May 29, “the year of” (2018).*

**Minutes of the November 28, 2017 Meeting – Matt Morgan, Chair**

Being no quorum, the group tabled approval of the minutes. Matt will send out an email to encourage attendance at the meetings, the group discussed sending out a survey monkey to find out what the best place and times of meeting for everyone.

**Kevin Ball, CEO Report:**

Kevin introduced Scotty Vanderford as Content Producer KACV-Scotty joined our department after being at Amarillo College in the IT department for 2 years. Scotty has done freelance work for Panhandle PBS in Photography and Video since 2012.

Kevin mentioned our partnership with Texas PBS and the CBP Grant. With grant funds, Texas PBS has hired a consultant to review all communications and member activities of all Texas PBS Stations to provide a report of best practices for implementation of all Texas PBS Stations and possibly all national PBS stations. We have sent them copies of everything we do and Kyle and Kevin will go to the conference in Austin to review the consultant’s findings and action plan for implementation.

June Jazz, Kevin said there is such an interest in this that they have added 2 weeks into July. Panhandle PBS is the co-sponsor of a pallet of water that is branded to sell by students.

Kevin talked about the Chalk It Up Sidewalk Chalk Contest to be held July 28 in the Oeschger Mall area on the Washington St. Campus. There is already 14 artist registered, we have room for 40. There will be food trucks and music to make it more like a fair. If the event on Saturday gets rained out, Kevin said we would do the event on Sunday.

**Underwriting Update:** Jack Light, Senior Underwriting Account Executive, discussed the sponsorship package he has put together for nonprofit organizations, the goal is to get more local images out there. We have 4 businesses locked in and signed the goal is to have atleast 30. The first of these ads will begin running next week,

Jack mentioned we still need sponsors for the Chalk It Up Sidewalk Chalk Contest. He spoke about the grant for the revamp of the Radio Production Room. Cullen Lutz said there will be an update to

the lighting, signage, accessibility, and the Branding. Amy Presley that she is wanting to invite more bands to come into the studio to be interviewed.

Regina Dinga asked Jack about the sponsorship levels and who he already had, Jack replied he has commitments from the Ronald McDonald House and League House with verbal agreements from Turn Center, Amarillo Botanical Gardens and Amarillo Chamber Music.

### **Membership Update:**

Corby Fails, Membership/Development Coordinator, shared that compared to this time last year we are up 2% in memberships but down 3% in monetary donations.

Corby talked about the new fundraising opportunity Savor the Goods a farm to table experience. These events will be held once a month from June to November with a different chef and a different farmer from our area. Corby reported that Karen Welch has done a great job on the content for these shows.

Corby also shared that the last time we met the open rate on the weekly emails was 20%, this past week the open rate was 42%, stating that every week there is someone who emails back just to say thank you for the information. Corby gave an update on what we are doing to try to bring back interest to lapse members saying there is a lot going on, including the CREATE email that only had a 10% open rate and very little monies raised. With this having such a poor return next time we will try a mailing to compare the two. Regina Dinga asked if there was a way to verify the email addresses, stating she is not getting the emails. Joel Kaplan asked what the amount to become a member was. What if someone sends you a \$50.00 check? Corby replied we would sign them up and get them a guide mailed out to them. Joel commented that it is a shame that we cannot tell who is watching what in our area.

Regina Dinga said the program guide is great but she gets one at work for being an underwriter and also one at home for being a member, she wanted to know what we spend on these. Corby said the paper is donated and that Zip print does the printing. Regina wanted to know if it might make people spend more money with us if they knew what they were getting. Joel Kaplan asked to be removed from the paper guide list.

Kevin Ball stated there will be a 30<sup>th</sup> Anniversary campaign in June. The campaign will celebrate Panhandle PBS content, features and community engagement and encourage support of our station, will target prospective donors and lapsed members.

### **Community Engagement Update:**

Cullen Lutz provided information about the Indy Lens Pop Up screenings she and Chip Chandler coordinated to bring some of the world's best Independent Film Documentaries to our community.

“Chasing Trane”: Nov. 2, Amarillo College Concert Hall Theatre (presented with AC Department of Music)

“I Am Not Your Negro”: Jan. 9, Amarillo Public Library downtown branch (presented with NAACP Amarillo Branch and Amarillo Public Library)

“Tell Them We Are Rising: The Story of Black Colleges and Universities”: Feb. 6, Amarillo College Concert Hall Theatre (presented with WTAMU Office of Diversity and Inclusion and Amarillo College)

“Dolores”: March 5, Blessed Sacrament (presented with Texas Association of Chicanos in Higher Education and Amarillo National Bank, along with Barrio Neighborhood Plan Advisory Committee, Los Barrios de Amarillo, and the Amarillo Hispanic Chamber of Commerce)

“Look & See: Wendell Berry’s Kentucky”: April 16, Don Harrington Discovery Center (presented with Don Harrington Discovery Center, Amarillo Community Market, Texas A&M Agrilife Extension - Potter County, USDA-ARS Conservation & Production Research Laboratory, Wildcat Bluff Nature Center)

These events were substantial in the diverse audiences reached, as well as the quality of conversations and expertise featured in the panels with enriching discussions with community members in attendance. The conversations were powerful, emotional, and have brought forth fruitful relationships necessary to keep open dialogue within each group. We look forward to the next launch of Indie-Lens Pop-Up screenings in this fall and engagement with this community! We hope to see you in the fall and will keep you posted on the upcoming films in the next meeting in August.

Cullen spoke about Summer Splash, a great hands on learning event that will be held in Memorial Park on June 19<sup>th</sup> from 2-4. This event is free and open to the public. Character tour, this time we will be bringing in Curious George, he will be visiting 12 locations. We are excited to bring him to High Noon on the Square, we will be working with an Amarillo College student who is very excited to play the part of George.

Digital Media Camp is a camp where middle school students will come in the week of June 25 to collect video content, be on air and create a piece to share with family on Thursday, June 28<sup>th</sup>. The theme for this year’s event is: Amarillo College has something for everyone.

Matt Morgan stated that he hopes everyone will take a minute to thank Panhandle PBS. He is blown away by the creativity, newness and freshness of what is being done.

### **30<sup>th</sup> 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 25<sup>th</sup> Ave, on August 30<sup>th</sup> 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. 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: Please contribute if you’d like (there will be an arts package, PBS swag and other items) the invitation list includes 300+, Major donors, sponsors, friends, volunteers.

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. 1<sup>st</sup> at Memorial Park, this will be the 30<sup>th</sup> 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 Groobees:** 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.

**OddFellas:** Pampa/Amarillo rock band has been making great waves in only the last year. They have recently performed at Rocklahoma and the Heaven and Hell Fest in Mexico City, opened for Texas rock giants The Toadies in Amarillo and Lubbock, and now are touring the region.

A kids area will be available from 2:00 to 5:00 p.m. Vendors for this area include Don Harrington Discovery Center, Panhandle Plains Museum, AMoA, Panhandle PBS (with Daniel Tiger or another costume character), AC Teach Club, Coffee Memorial, Family Care Foundation, AFD Smokehouse, and more.

Vendors include: Free Cheese t-shirts, Red Cross, Hena House, Metro PCS, AmaDazzle, Amarillo College, IV Rehydration Services. Several more are interested at Bad Magik, we will solicit at Amarillo Community Market, also.

10 Food trucks have confirmed: Mitch E’s Frozen Lemonade, Pizza Nomad, Tacos Plaza, Cowboy Gelato, Papa’s Concessions, J&L Good Grubs, Coast to Coast, GoldenLight Go, Purple Flamingo, and Thumper’s Grill (4 more are likely)

Sponsorships: Jack reported that we have already more signed agreements and support for the Music Festival now than we had last year at the end of the event.

Chip also mentioned marketing for this event has been submitted to HPPR, Visit Amarillo, United Way, Texas Highways, Texas Monthly, TXTravel.Org, AGN, A-J, Texas Music, New Slang. We will send out press release to other local media in August; and it will appear on TV and radio as well. We are looking to also advertise in the Lubbock area, the sandwich board at June Jazz, Amarillo Community Market, Chalk It Up and other summer events.

### **Content Update:**

**Kyle Arrant** reported that Mike Smith is on vacation. Kyle spoke about the incredible story that Mike had done on a Hereford student, Adrian Nanez who walked the stage at Amarillo College’s graduation, two weeks before he becomes a Hereford High School graduate. Next he will enter the University of Texas at Austin as a junior.

**Karen Welch** discussed Savor the Goods, stating there’s not only a wealth of fundraising farm-to-table events and partnerships that we can create, there’s a wealth of content to explore. Chefs really working to create experiences and so many local growers popping up who are raising livestock, growing ingredients, keeping bees. Plus there are a growing list of local breweries and wineries and craft cocktail venues. In keeping with the events, we named the food related series, The Goods, with a twist. Chefs participate in bio interviews called Master the Goods and recipe demos called Prepare the Goods, Interviews with growers are called Raise the Goods, interviews with Mixologists would be Toast the Goods and we will have short tip videos called Know the Goods. All are plays off the same logo and interviews will be online soon. Karen talked about production just beginning so the finished videos are not out yet. We did get to watch a short clip from an interview with Rhonda Obenhouse. Rhonda is the chef of Joes’s Catering for the Panhandle Restaurant Group, and one of our chefs for the first farm-to-table event.

**Hilarie Hulsey** talked about The Great American Read and the Kick off of the 2yr special. It will start with a list of 100 of the most beloved books, continue to cast votes to find the most loved book. Our spin on this is to create Brackets like March Madness and this will begin in

August at Amicon, we have voted and will start with a shorter list of 64. There is also a Pod Cast called Check me out, a book lovers podcast. An updated list will come out weekly. We did get to see a piece of Shanna People's podcast.

**Kyle Arrant** took a minute to brag on Amy Presley and the band Foxtrax she met at SXSW that was traveling through Amarillo and stopped at the studio and then went to Golden Light for pop up concert on the back patio. We all got to see a short video of this performance. Amy stated that the Band Foxtrax is wanting to come back to do a full show with us.

**Chip Chandler** reminded us that on June 8<sup>th</sup> at 7:00 pm we would be having Terri Hendrix and Lloyd Maines in the studio for the next Yellow City Sounds event, stating it will be a full house, there are about 10 tickets available for the show.

**Kyle Arrant** discussed the Jazz club and the unique experience that will be held at the Esquire once a month on Sunday from 4pm – 8pm. This event will be called; All That Jazz, Live from the Esquire. We are looking for partnerships on this event, Patrick Swindell has agreed to do a fundraiser.

**Cullen Lutz** also noted the Panhandle PBS and Barnes and Noble fundraiser that will be happening in the month of August, everyone was asked to go in and purchase a book. Please let the cashier know you are with Panhandle PBS and a portion of the money will come straight to us.

**Old Business/New Business: Matt Morgan** No old business discussed. New business, Matt asked that someone get an email out to the group with a list of everything gone over with times, details and locations. Also opportunities for the Advisory Board to help. Kyle asked what the best way to communicate with everyone would be, Facebook/email? Regina Dingo did not know there was a Facebook page. Corby Falls suggested a monthly email, Lindsey Murphy said she would really like that. Matt Morgan said if you are thinking about it, do it, he doesn't think you can do too much. This is concerning informing the board on what is going on.

### **Adjournment**

With no further business, Matt Morgan adjourned the meeting at 5:08 p.m.