



**Community Advisory Board
Minutes
March 27, 2018**

I. Call to Order by Jim St. Leger at 11:45 am

II. In attendance:

Members: Amy Corriveau (by phone), Gilbert Ochoa, Jim St. Ledger, Vanessa Erickson, Al Maag, R. Bradley Snyder

Staff: Mary Mazur, Claire Tyrpak, Nancy Southgate, Kimberly Flack, Henry Brodersen

Absent members: Brian Schulman, David Bolman, Lanette Campbell, Carmen Cornejo, Frank McCune, Jan Miller, Phillip Nieri, Eric Sloan, Josephine Pete, Charles Tsui, Joseph Widoff, Terri Wogan Calderon

III. Content Update –

This agenda item went first. Ms. Southgate shared the ratings report. Of note, is how the children's channel (8.4) continues to be popular, surpassing Life and World channels. Ms. Southgate mentioned upcoming shows including The Great American Read, Little Women starring Angela Lansbury, and the National Memorial Day Concert.

Ms. Southgate reviewed the July and August schedule. She then discussed local programming. Check Please has one more episode and will finish mid-April. A new series called Plate and Pour will replace it, with Mark Tarbell still hosting. The series will focus more on restaurant kitchens and will also have a drinking component. It will have viewer input. Mr. St. Leger suggested that cooking classes could be offered as a way to fundraise. Henry Brodersen responded that they are looking into experiences for the public. They are more inclined to have cooking demonstrations as this has been tried in the past and chefs are more likely to do this. Mr. Brodersen said he will look into this option after a discussion on the topic. The group then watched a sizzle reel of upcoming shows.

IV. KID's Day Update & Great American Read

Kimberly Flack showed a recap video of the attendance at the KID's Day event. She discussed the activities at the event and handed out Arizona PBS magazine and a Kid's Day map that listed all the pertinent information. She stated the event had more than 7,000 attendees and was the launch of the Pinkalicious show. Ms. Flack then passed out red capes used during KID's Day to the board members. She stated that they received two proclamations, one for the City of Phoenix and one from the governor's office for KID's Day. She discussed some plans for expanding the event next year.

Mr. Brodersen discussed future fundraising ideas at KID's Day but still keeping the event itself free. He stated that partnering with the City of Phoenix this year was an asset to the event. Mr. St. Leger asked if we have the characters onsite. Ms. Flack responded that they are ordered from a company. Allen Maag mentioned the Miracle League of Arizona

that he works with and that MidFirst Bank does matching donations. He asked about special needs children and if there are alternatives for them to enjoy the event. Vanessa Erickson mentioned that Helios may sponsor extra funding. Claire Tyrpak discussed the volunteers at the event and groups that volunteered.

Ms. Flack then discussed the outreach staff and work around the state. Mr. St. Leger asked who covered the Navajo Nation. Ms. Flack answered that they had staff and contacts there. Ms. Flack asked if anyone knew someone who needed educational information to let her know.

Ms. Flack discussed the national campaign The Great American Read that will be launched at the end of April with the premier on May 22. It is primarily adult focused and the goal is to read all 100 books listed. There will be promotional events including an event with Poet Laureate Albert Rios. There was a discussion about possible events to do in conjunction with the new program. Amy Corriveau stated that the Birth to Five program is now at the City of Phoenix. Mr. St. Leger asked if there would be anything at Comic Con. Ms. Flack answered that they may do a booth and other activities at the next one. Ms. Flack asked if anyone was interested in doing three questions on video about reading, please let her know. Mr. Maag asked if they would consider new authors as part of the new program. Ms. Flack responded that it might be a possibility for a book festival if they have one.

V. GM Update –

Ms. Mazur reiterated the topics discussed: KID's Day and the launch of The Great American Read and added that they are working on the FY19 budget and stated that Arizona PBS is in good shape. She discussed the shifts in platform: digital, broadcast and print. Educational Outreach is also a platform. Mr. St. Leger asked about federal funding. Ms. Mazur responded that the funding will probably stay intact and that we currently are forward funded, meaning there are two years of funding already approved and only 14 percent of the Arizona PBS budget is from the government.

VI. Nominations for Chair

Since the Chair resigned, the group discussed options for who will replace the position. The board suggested having the current Vice Chair Brian Schulman take the position. Amy Corriveau is willing to take the Vice Chair position. Ms. Tyrpak will email the rest of the group for nominations and will call all others to confirm their participation on the board.

VII. Other Business

The board then discussed when the other meetings would be scheduled. Ms. Mazur stated it would be June, September and January but it is possible to adjust that a bit based on schedules.

VIII. Call for Public Comment

A call for public comment was taken and none was received.

IX. Adjournment by Mary Mazur at 12:55 pm.