



## Community Advisory Board Minutes September 13, 2018

### I. Call to Order by Mare Mazur at 11:43 am

### II. In attendance:

**Members:** Al Maag, Jan Miller, Joseph Widoff, R. Bradley Snyder

**Staff:** Mary Mazur, Claire Tyrpak, Suzanne Guery, Kimberly Flack, Mardi Gradolf

**Absent members:** Brian Schulman, David Bolman, Lanette Campbell, Amy Corriveau, Vanessa Erickson, Frank McCune, Gilbert Ochoa, Josephine Pete, James St. Leger, R. Charles Tsui, Terri Wogan Calderon

### III. Station Update –

Ms. Mazur discussed the recent coverage of Senator McCain and the significant effort that Arizona PBS staff put into the programming. She also discussed the continuing Clean Election Debates and Part Two of the Great American Read that launched on September 11 and will continue throughout the month.

Mardi Gradolf discussed a Great American Read event that had recently taken place in Sedona. Forty major donors plus two dozen others attended the event at the public library. Also discussed was the successful event at Tempe Center for the Arts promoting Ken Burns' new documentary about Mayo Clinic. Arizona PBS and Mayo supporters attended the sold out event and Ted Simons moderated a conversation following the screening with Ken Burns, Eric and Chris Ewers and Mayo CEO Dr. Noseworthy.

### IV. Summer Board Discussions Feedback –

Over the summer, staff had the opportunity to meet individually with some of the CAB members. Based on input, several changes are being put in place to engage members. Ms. Gradolf will be updating the responsibilities of CAB members to include financial giving and minimum attendance. The board discussed having a Mission Statement and a board Code of Conduct. A survey will soon be sent to all members to better understand our current representation. As new CAB members are recruited, we will be looking for specific expertise or representation including geographic, ethnic, and special interests.

Arizona PBS plans to add three subcommittees: fundraising, membership, and marketing & community engagement, which will allow board members opportunities to provide expertise. Mr. Widoff asked if the organization will list expectations. Ms. Mare responded in the affirmative.

Board engagement was discussed. One suggestion was to host an event for board members to bring potential new members including a behind the scene tour. Another idea is to include a board meeting around a taping of a program like Horizon. Mr. Snyder volunteered to bring different opportunities to our attention and advocate for Arizona PBS when he attends conferences or events.

A discussion followed about Arizona PBS assets. Board members listed staff, technology, local content, educational outreach to teachers, and focus on veterans as a few of the stations assets.

The next topic was about the vacant board chair position. Ms. Gradolf stated that Jim St. Leger agreed to chair the board. Mr. Maag nominated Mr. Leger. Ms. Miller seconded the nomination. All board members were in favor. Ms. Tyrpak raised the question about Ms. Corriveau previously agreeing to be vice chair. Mr. Widoff nominated Ms. Corriveau. Mr. Snyder seconded the nomination. All board members were in favor.

**V. Programming Update**

Ms. Guery handed out the program calendar for October. Ms. Mazur asked the board how they would like this segment presented. The consensus was that discussing new programming is the best approach. Ms. Guery then discussed the upcoming new programs such as Jamestown, new seasons of The Durrells in Corfu and Poldark. There will be a new two part series on Frontline called The Facebook Dilemma. Ms. Guery stated that locally, a new food show called Plate and Pour is in production.

There is also a 10 part series from the ASU School of Civic and Economic Thought and Leadership on polarization and civic discourse. Catalyst, another ASU program about scientific research conducted at ASU, will air its second season starting February 13. In addition, a documentary on Chicanos Por La Causa is in the works.

**VI. Call for Public Comment**

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

**VII. Adjournment by Mary Mazur at 12:55 pm.**