

ARIZONA PUBLIC MEDIA®



PBS



COMMUNITY ADVISORY BOARD

Thursday, September 30, 2021
Via Zoom

MEETING MINUTES

CAB: Steven Eddy, Hope Reed, Ed Frisch, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Frank Hamilton, Todd Hanley, Hassan Hijazi, John Hildebrand, Sylvia Lett, Kerri Lopez-Howell, Rose Lopez, Lynn Nadel, Christina Noz, Lauren Ortega, John Pedicone, Jill Perrella, Jill Rosenzweig, Susan Tarrence, Noah Vega, Magdalena Verdugo

Absent: Jodi Bain, Joyce Finkelstein, Nicola Finley, Alejandro Higuera, Laura Todd Johnson, Paul Lindsey, Hank Peck, Minna Shah,

Emeritus Members: Betsy Bolding, Judith Brown, Dan Cavanagh, Jim Murphy

Guests: Ivy Banks, PhD, JD, University of Arizona Associate Vice-Provost for Diversity & Inclusion, Pat Callahan, AZPM Membership Director

AZPM Staff: Jack Gibson, Enrique Aldana, Deb Dale, Kimberly Heath, Ian MacSpadden, Mary Paul, Gene Robinson

I. Call to Order, Welcome and Introductions

Chair Steven Eddy called the meeting to order at 12:00p, welcomed attendees, and introduced guests.

II. Fall Sizzle Reel

The fall sizzle reel video was shown.

III. Meet an AZPM Employee

AZPM's Membership Director, Pat Callahan, gave a brief summary of her background, described her role at AZPM, spoke briefly about current projects, and answered questions.

IV. Consent Agenda

The minutes of the July 15, 2021 meeting were presented and declared approved by unanimous consent.

V. Management Report – Jack Gibson

Audience Development – 4Q FY2021

- Passport showed significant increases in minutes watched and total streams over last year. MASTERPIECE: *Unforgotten* was the most-viewed program.
- 1Q audience data will be shared at the December 9 meeting.

Community Engagement – Gene Robinson, Chief Operating Officer

- The September 22 *Global Arts Showcase*, produced in partnership with the Pima County Public Library, featured LatinX, Mexican, and indigenous artists, music, dance and a live question & answer period.
- AZPM staff led 7 *PBS LearningMedia* workshops in July & August.

Accountability – Kimberly Heath, Chief Financial Officer

- Fiscal Year 21 closed in a strong position. Revenue exceeded both budget and 2020; expenses were favorable to budget; and revenue exceeded expenses by nearly 39%. Salary savings created by the UA-imposed hiring freezer were realized. Bequests exceeded expectations by more than 400%.
- Promotions and new hires were shared. Several key positions, including News Director and Executive Producer, are still open. CAB members can help by sharing the open positions on social media, LinkedIn, and by word of mouth.

Sustainability – Deb Dale, Chief Development Officer

- CAB check-in and fundraising support meetings continue. 100% of CAB members are expected to make an appropriate financial investment annually; this year, CAB members will be asked for 100% support of the capital campaign.
- The August/September on-air fundraising campaign fell slightly short of its goal. The membership goal for FY22 is \$5,500,000. November/December campaigns are scheduled for November 22-December 31 (Radio, spots only) and November 27-December 12 (TV). CAB members can support the radio campaign by recording a spot.
- Out of 26 registrations, 12 people attended the Planned Giving seminar facilitated by CAB member Christina Noz and UA Foundation Associate VP for Planned Giving Jim Krogmeier. Ms. Dale thanked Ms. Noz for her leadership of the seminar.

Technology – Ian MacSpadden, Chief Technology Officer

- Shared brief updates on the virtual TV studio set, FCC radio license renewals, Tumamoc Hill expansion, ATSC 3.0/*NextGen TV* and new facility planning.

VI. New Business

Diversity, Equity, Inclusion – Ivy Banks, Associate Vice Provost for Diversity & Inclusion

- Dr Banks shared the University of Arizona's diversity and inclusion initiatives and answered questions.

New Facility Construction – Jack Gibson

- The Arizona Board of Regents (ABOR) has officially approved the University of Arizona's capital facility plan, which includes a new building for AZPM. UA/AZPM have been approved to design and develop the project.
- UA will need additional ABOR approval to construct the building based on the final cost and on AZPM's success in securing the requisite funding. The project will require no state funds.

- The approved site is the UA Tech Park at *The Bridges* on South Kino Parkway. The new AZPM facility will be at the southwest corner of Kino Parkway and 36th Street. A capital campaign will be launched. If all goes according to plan, the construction phase is targeted for completion in 2025. Paul Lindsey has agreed to chair an ad-hoc facility planning committee.
- The second phase of the project is the conversion to ATSC 3.0/*NextGen TV*, targeted for completion in 2027.

Building Capital Campaign – Deb Dale

- Deb Dale shared the campaign financial goals and timeline. The campaign should be complete by the end of July, 2023.

VII. Discussion Item

Strategic Planning Update – Ron Carsten, Committee Chair

- The Strategic Planning has discussed the draft objectives for all pillars except Organizational Culture. The Organizational Culture working group will share updated mission, vision, and values statements.
- The strategic planning retreat is confirmed for 8:00-11:00am on Friday, October 29 and Friday, November 5. A pre-retreat session on Audience Measurement is being scheduled.
- Board members broke into small groups to discuss and provide feedback on the draft mission, vision, purpose, and values statements.

VIII. Announcements

- The FY 2022 meeting schedule was announced.
- Committee assignments are being finalized.

IX. Other Business

- Steven Eddy called for any additional business from the floor. None was offered.
- The next CAB meeting will be held via Zoom on Thursday, December 9, 2021. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:42p.

Signed this 9th day of December, 2021:



Edward Frisch, Secretary