



A Community Service of the University of Arizona

Community Advisory Board  
Friday, November 15, 2024  
The Refinery at UA Tech Park at The Bridges

## MEETING MINUTES

**CAB: Paul Lindsey, Jodi Bain, Ed Frisch, George Davis, Mary Ann Dobras, Joyce Finkelstein, Rosie Garcia, Brooke Lee Harris, Hassan Hijazi, Laura Todd Johnson, Merrill Kemp-Wilcox, Sylvia Lett Canelos, Clint Mabie, Lynn Nadel, Christina Noz, Lauren Ortega, Hank Peck, Andrea Reyes-David, Ferrum Wallace**

**Absent: Estevan Azcona, Thomas Bogart, Steve Bossé, Ron Carsten, Favin Gebremariam, Alejandro Higuera, Joseph Howell, Pat Lopez, John Pedicone, Patricia Schwabe**

**Emeritus Members: Judith Brown, Karen Christensen, John Hildebrand, Jim Murphy**

**Guests: Amy Courson, Dena DiGiacinto, Tim Eernisse, Ray Frieders, Steve Goldstein, Tinia Milhouse-Lazenby, Gloria McMillan**

**AZPM Staff: Jack Gibson, Deb Dale, Kimberly Heath, Ian MacSpadden, Gene Robinson, Clarice Bales, Gary Bell, Enrique Aldana, Hannah Birch, Tom Denne, Mary Paul**

### **I. Call to Order, Welcome and Introductions**

Chair Paul Lindsey called the meeting to order at 8:15a, welcomed attendees, and announced guests.

### **II. Consent Agenda**

The minutes of the August 15, 2024 meeting were presented. Jodi Bain moved the minutes be accepted as written; Sylvia Lett seconded. The minutes were declared approved by unanimous consent.

### **III. Management Report**

#### **Organizational Advancement – Jack Gibson**

- 2025 strategic planning objectives were reviewed.
- Baker Center construction is on time and on budget. Substantial completion target is September 1.
- AZPM will host two national industry conferences in 2025: Public Media Business Administrators (PMBA) in late May and National Educational Telecommunications Association (NETA)/CPB Thought Forum in mid- September.
- AZPM will also host StoryCorps September 18-October 26.

**Audience Development - Gene Robinson, Chief Operating Officer**

- The new season of *Arizona Illustrated* premiered September 15.
- Saguaro City Music Theatre, a non-profit educational theater group that offers performance experience to children of differing abilities, was featured in an *Arizona Illustrated* episode that aired over the summer. Director of Outreach & Education Dena DiGiacinto spoke about the impact of the piece on the organization.
- Season 3 of AZPM's original podcast *Tapped* broke download records.
- *The Press Room* was created as a multi-platform production (radio, TV, and streaming) to offer a wrap-up of the week's top stories.
- *Your Vote 2024* covered races and ballot issues on radio, TV, and online.
- Gene Robinson reviewed digital, TV, and radio audience numbers for October.

**Community Engagement – Gary Bell, Marketing & Communications Director**

- Gary Bell reviewed recent and upcoming community engagement events. The *Mister Rogers Sweater Drive* is ongoing; *PBS Kids Day at Children's Museum Tucson* is November 16. Other upcoming events include Native American Heritage Month virtual screening event, Toys for Tots, PBS Kids Corner at Pima County Library, and the Tucson Festival of Books March 15-16.
- The FY 2024 Report to the Community and 2025 Calendar are in production.

**Financial Sustainability, Operations – Kimberly Heath, Chief Development Officer**

- Kimberly Heath reviewed first quarter financials. Operating revenue is under budget slightly, while operating expenses exceeded budget. The capital campaign revenue was also slightly short of budget.

**Financial Sustainability, Fundraising – Deb Dale, Chief Development Officer**

- Deb Dale reviewed current fundraising initiatives. The capital campaign remains on hiatus to allow focus on the operating budget.
- Several staff changes were announced. Deb Dale is leaving AZPM to head up the Tucson Medical Center Foundation. AZPM's Director of Membership has accepted a position at Arizona State University. The search for a new General Sales Manager continues.

**Technology – Ian MacSpadden, Chief Technology Officer**

- Signal transmission and expansion efforts were reviewed. The Classical 90.5 translator frequency has been transitioned from 89.7 to 90.9.
- Reviewed Baker Center systems integration work.
- Recommended technical specifications for those shopping for new TVs.

**IV. Old Business****Changes to Bylaws**

- Changes to the bylaws proposed at the last meeting were accepted and made.

**Committee Reorganization and Assignments**

- Committee assignments were made; any requested changes should be submitted.

**FY25 Meeting Discussion Items – Paul Lindsey**

- The most common discussion items proposed at the last meeting were:
  - Programming/Content
  - New Facility

- Community Visibility
- Leadership
- CAB members can vote for what they would like to see at the next meeting via the post-meeting evaluation.

**V. New Business**

- Governance Committee Report – Jim Murphy, Co-Chair
- Community Engagement Committee Report, Brooke Lee Harris, Chair
- Strategic Planning Committee Report, Ron Carsten, Chair
- Finance/Audit Committee Report, Ed Frisch, Chair

**VI. Presentation**

- Tim Eernisse, Vice President & Chief Operating Officer, gave an overview of NETA's mission, purpose, benefits to public media organizations, guiding principles, and strategic priorities.
- AZPM will host the 2025 national NETA conference in mid-September. CAB support will be needed in a variety of areas and roles.

**VII. Other Business/Announcements**

- AZPM staff were recognized with 32 Rocky Mountain Regional Emmy® nominations. Awards will be announced Saturday, November 16.
- The new Board Chair of the Corporation for Public Broadcasting will attend the February CAB meeting.
- In lieu of donor thank-you calls, CAB members were asked to record their personal AZPM or public media stories following the meeting.
- No other business from the floor was proposed.
- The next CAB meeting will be held in person at The Refinery on February 21, 2025.
- Members were asked to complete the meeting evaluation.

The meeting was adjourned at 9:34a.

Signed this 21<sup>st</sup> day of February, 2025




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Edward G. Frisch, Secretary

