

**Vermont Public Television
Community Council Meeting
January 17th, 2014
Vermont Public Television Studios
Colchester, VT**

Members present: Alisha Sawyer (chair), Steve Alexander (vice chair), Olga Peters (past chair)
Jerry Aldredge (by phone) , Ryan Doyle, Bill Holiday (by phone)

Members unable to attend: Jane Birnn, Toby Knox, Trish Sears, Leon Walls, Offie Wortham

Staff Present: John King, Kelly Luoma (by phone), Elizabeth Metraux, George Hauenstein, Chuck Pizer, Adam Rabin Andrea Rosencrantz

MINUTES

CHAIR'S REMARKS/COUNCIL BUSINESS

Alisha Sawyer called the meeting to order at 12:30. Introductions were made. There was no council business to attend to.

COMMUNITY COUNCIL IN THE COMMUNITY

Council members reported on their VPT work in their communities. Jerry Aldredge reported on Independent Lens and Community Cinema. He has started working with head start programs for younger audiences. 40-50 children have attended each session. Steve Alexander noted that he introduced an event at the Bixby Library in Vergennes. He felt that there was an untapped market in this area with high community spirit. Chuck Pizer noted that screenings of JFK have taken place at many locations. He would love to replicate the success that Jerry is having with Head Start programs.

UPDATES FROM STAFF

John King updated the council on the CPB complaint on open meetings violations of the Board of Directors. The Board audit committee is to review and respond to the complaint. The station needs to certify the CPB requirements in order to protect this year's community service grant from CPB. Elizabeth added that the council members have been given talking points in their packets. Any questions can be directed to either Elizabeth or Tom Pelletier of the Board.

John King stated that the Governor has recommended a 2% increase in VPT's general appropriation. As for capital funding, the station requested an adjustment to the FY14 appropriation.

Elizabeth Metraux stated that the rebranding to Vermont PBS is moving forward. Getting into the community will be key. She is developing a 'event in a box' to be consistent with branding efforts. She noted that the station is being more deliberate with events in an effort to capture names and cultivate relationships. As for the legislative process, if council members know any key legislators, please contact them on behalf of VPT. Ryan asked for any sample language that could be used in communicating with legislators.

Joe Merone stated that Outdoor Journal will premiere Season 12. Out and About is set to premiere in April. Please send him any feedback or suggestions. Ryan felt that craft beer would be an interesting topic. Joe stated that another craft beer night is in the works for this summer.

Kelly Luoma noted that Downton Abbey continues to have a huge following. 10 million tuned into the 1st episode this season. Sherlock will also premiere this week. The income that PBS derived from Downton Abbey dvd sales has helped acquire more content. Other upcoming programs include: American Experience 1964, a genuine look at the Amish community, Butch Cassidy, Frontline special Inside the Vatican, Super Skyscrapers. Ken Burns' The Address will air in April.

George Hauenstein stated that the Britcom teas will be held in early April. Kelly encouraged members to attend a tea. The Downton Abbey event was a success. March fundraising will take place March 1- 15. There will be a push to fund the favorites, mission based programming. Also, a VPT night of star gazing with Mark Breen is in the works.

Chuck Pizer reviewed some of the engagement activities. POV grants provide an opportunity to get into the community with American Promise and Brooklyn Castle. The Address is another opportunity for engagement. The PBS Kids Go writers contest will take place again this year. The state of the Union essay contest and the Vermont Arts council Poetry out Loud contest are a couple of other events taking place.

PUBLIC COMMENTS

There were no public comments at this meeting.

OTHER BUSINESS

There being no further business, the meeting was adjourned at 2:05 pm.