**Advisory Council Meeting Minutes**

**Date:** September 2, 2025
**Called to Order:** 10:37 a.m. by Sue Boston
**Adjourned:** 11:39 a.m.
**Next Meeting:** November 18, 2025 at 10:30 a.m.

**Welcome**

**Amarillo College Update – Kevin Ball**

* Tuition has increased by 5%.
* The investiture of the new President, Dr. Jamel Conner, will be held on September 19th.

**General Manager Report – Julie Grimes**

* CPB federal funding has been cut for at least the next two years.
* Overview of funding cuts and their impact on Panhandle PBS was provided.
* On a national level, PBS is reducing member station dues. Paula Kruger is spearheading fundraising efforts to support smaller stations.
* Effective October 1st, the CPB will cease to exist.
* Panhandle PBS continues to have support through Texas PBS.

**Digital Transformation – Stevi Breshears**

* Discussed the release of *Sustain the Plains* and efforts to grow the YouTube audience through shorter, more frequent clips.
* Upcoming unmodified clips will also be released.
* A short clip of *Sustain the Plains* was viewed during the meeting.

**Unmodified – Tanner Willis**

* *Siege in Studio 1* was held in August, featuring 92,000 points in play—the largest Warhammer game ever recorded in the Texas Panhandle.
* Filming has wrapped and the project is now in production.
* This event reached a new audience segment for Panhandle PBS.

**Broken Bread / Made in Texas – Julie Grimes**

* Shared updates on the *Made in Texas* initiative, which includes eight projects.
* Panhandle PBS is producing two of them: *The Rain We Keep* and *Broken Bread*.
* Adan is currently developing animated shorts, expected to release in October.

**Grant and Engagement – Cullen Lutz**

* On November 16th, *The American Revolution* will air on Panhandle PBS.
* Additional details available directly from Cullen.

**Membership Update – Chris Flores**

* 84 major donors currently support the station.
* 19 donors recently increased their contributions during the last campaign.
* Donor levels:
	+ 4 at $5,000 and above
	+ 32 at $1,000–$4,999
	+ 48 in the Film Crew level ($500–$999)
* Approximately 1,800 active members contribute to the station.
* The past two months reflect the highest active membership levels in several years.

**Programming Update – Jill Frank**

* New *Masterpiece* programs will premiere in October.
* The *Made in Texas* preview will also be released.

**Technical Projects – Casey Childress / Jill Frank**

* Electrical assessment completed.
* Excel upgrades implemented.
* Generator services completed and surge protectors replaced.
* A new cloud-based traffic system is being implemented, as the previous system is no longer supported.

**Upcoming Events**

* *A Night in the Highlands* – September 11, 2025 (62 of 64 tickets sold).
* *Savor the Goods with Lydia* – October 22, 2025.

**Old Business/New Business**

* None to report.

**Adjournment**

* Meeting adjourned at 11:39 a.m.
* Next meeting: **November 18, 2025 at 10:30 a.m.**