

**Advisory Council Meeting**

**Tuesday June 10, 2025**

**12:00PM**

**Panhandle PBS Studios**

**Agenda Items**

1. Welcome Sue Boston
2. AC Update Kevin Ball
3. General Manager Update Julie Grimes
4. Introduce New Employees Julie Grimes
5. Summer Splash/Costume Drive Tammy Conner
6. Digital Transformation Program Update DTP Team
7. Engagement Update and Preview Cullen Lutz
8. Membership Update Chris Flores
9. Gilvin Group Update David Lovejoy
10. Programming Update Jill Frank
11. Unmodified Tanner Willis
12. Broken Bread next steps Adan Peña, Cullen Lutz
13. Q&A/Discussion
14. Old Business/New Business
15. Adjournment

Minutes

On June 10, 2025, the Panhandle PBS advisory board council met at 12:00pm. In the PBS studio to discuss the agenda. Sue Boston, Chairman; called the regularly scheduled meeting of the Panhandle PBS board to order at 12:00PM.

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| **Council Members** | **In Attendance**  |
| Elizabeth Boston | Yes |
| John Betancourt | No |
| Misty Howard | No |
| Leeann Kossey | No |
| Wendy Kritser-Howard | Yes |
| Malisa Litchfield | Yes |
| Patrick Miller | Yes |
| Sadie Newsome | Yes |
| Shanna Peeples | No |
| Dr. Jamelle Conner | No |
| Peggy Thomas | No |
| Richard Walton | No |
| Judy Whitely | Yes |
| Jeff Wyrick | No |

**PBS Staff and Guest in Attendance**: Kevin Ball, Julie Grimes, Tammy Conner, Cullen Lutz, Stevi Breshears, Chris Flores, Tabitha Perkins, David Lovejoy, Karen Welch, Adan Pena, Jonathan Willis, David Singleton, Jill Frank, Casey Childress.

**1.Welcome:**

Sue welcomed the group and thanked everyone for attending.

**2. Amarillo College Updates:** Kevin shared the inspiring story of Rafael Aguirre, an 85-year-old graduate who recently earned his associate degree from Amarillo College. Following the spring commencement ceremony, social media posts and news articles about his achievement went viral nationwide, celebrating both the graduate and the college’s support. Kevin emphasized how this story has served as an uplifting moment for current and future students, as well as staff.

He also noted that **June Jazz**, a free community event, is being held every Tuesday throughout June.
Additionally, **Dr. Jamelle Conner**, President of Amarillo College, will be formally receiving the keys to the college in a ceremony scheduled for **September 19, 2025**.

**3. General Manger Updates:**

Julie reported that the PBS Annual Meeting was a great success, despite ongoing legal challenges faced by the organization. She and other team members attended and gained valuable insights from their peers. Julie also stayed an extra day to participate in a session on AI and its impact on business operations, expressing enthusiasm for its potential applications in the local studio.

She also announced the upcoming addition of a new PBS Kids show titled “Weather Hunters,” which focuses on weather science.

**4. Introduced New Employees:**

* **Devin Singleton** has joined as the new Associate Content Producer.
* **Alyssa West** has joined as the new Administrative Assistant.

**5. Summer Splash/ Costume Drive:** Tammy introduced the upcoming **Summer Splash event** featuring the PBS Kids character **Carl the Collector**. This free community event will include:

* Activity stations for kids (bracelet making, temporary tattoos, stickers, coloring)
* Storytime with Cullen
* A chance to meet Carl in the studio
* Free shirts and snacks

📅 *Date/Time:* June 12th, 2:00–4:00 PM
📍 *Location:* Outside the PBS studio, on the sidewalk

The studio is also launching its **Halloween Costume Drive** early and is seeking **donations and volunteers**.

**6. Digital Transformation Program Update:** Karen shared that the journalism team was selected for specialized training. **Devin Singleton** will be taking the lead role. The latest **“Sustain the Plains”** issue has been well received and continues to grow on digital platforms. The goal is to expand the program nationally, as its relevance extends beyond the local region.

Karen also mentioned a collaboration with the **Mallam Foundation** on a project focused on **water conservation**, which has gained attention from **Wildcat Bluff Nature Center** and will be featured in upcoming video content.

**7. Engagement Update and Preview:** Cullen presented her **Archive Tape Digitization Project**, funded by a **$47,000 grant**, and currently being executed with student worker **Holly** during the summer.

Other grant-supported projects include:

* **Ken Burns Film Grant**: A collaboration between PPH, Amarillo College, and Amarillo Public Library for 2025 (summer and fall).
* **Carol Engler Grant**: Supports a new outreach program tied to the *Rain We Keep* series. A new initiative, **“Screening in a Box,”** aims to boost community engagement and networking opportunities.

**8. Membership Updates:** Chris reviewed recent and upcoming social events:

* The **Tequila Tasting Event** was a major success.
* The **Scotch & Sound Event** is scheduled for **September 11th, 6:00–8:00 PM**.
* The highly anticipated **“Savor the Good with Lidia B.”** event is scheduled for **October 22nd** at the PBS studio. Special guest **Lidia Bastianich** will attend, with **VIP perks** including a live Q&A, signed cookbooks, and cuisine prepared by **Chef Marcus Sneed** from The Barfield.

**9. Gilvin Group Updates:** David discussed his efforts to engage local nonprofits in collaboration with PBS.

* The team is currently working with **Amarillo Arts** to broaden outreach.
* **Amarillo Angels**, a new nonprofit, has recently joined the initiative.

**10. Programing:**

* **Dino Week**, a national PBS Digital event, kicks off this week.
* New shows, including **“The Renaissance”** and **“American Recipes”**, will premiere this summer.

**11. Unmodified:**  A new series, **“Unmodified,”** focused on gaming and its growing cultural impact, will premiere this fall. The aim is to attract new audiences and increase membership. Tabitha and Tanner have been promoting the show across various social media platforms and will host a promotional event later this summer

**12. Broken Bread Next Steps:** Adan and Cullen shared overwhelmingly positive feedback received from the community about the **“Broken Bread”** series, which addresses local challenges such as **senior food insecurity**. The content has resonated strongly with rural communities in the Panhandle.

*Next episode airs December 26th*, accompanied by a major **social media push**.

**13. Q&A / Discussion:** Sue inquired about the return of the **Yellow City Musical**. Due to current limitations with studio acoustics and equipment, the event cannot be hosted at this time. However, **Jackson Street Presents** is being considered as a suitable replacement for now and may help build partnerships to eventually bring Yellow City Musical back.

**14. New and Old Business Discussion:** The team discussed the **“Help Protect PBS”** initiative, which aims to raise local support. Board members are encouraged to **call, write, or go online** to urge state legislators to continue funding PBS.
Note: Panhandle PBS has **two years of funding remaining**, but community advocacy is essential to securing its future.

Meeting was adjourned at 12:56pm.

**Attest:**

Sue Burton,

PH PBS Chairman

Alyssa West,

Administrative Assistant, PH PBS

**Advisory Council Meetings for 2025:**

August 19th, 2025 12:00 noon

November 11th, 2025 12:00 noon