



**Interlochen Public Radio  
Community Advisory Council  
Tuesday, July 25th, 2017**

**11:00 am - 1:00 pm  
Mallory-Towsley Center for Arts Leadership, Rooms 106-107**

**AGENDA**

In attendance:

- Whitney Waara
- Tom Quinn
- Suzy Voltz
- Nancy Giles
- Peter Bergin
- Marcia Curran
- Gloria Butler
- John McDonald
- Bob Giles
- Karen Puschel
- Evy Sussman
- Staff:
  - Trey Devey (President, ICA)
  - Peter Payette (Executive Director, IPR)
  - Cathy Dodge Miller (Associate VP for Advancement, ICA)
  - Emily Culler (Leadership Giving Manager, ICA and IPR)
- Greeting - Trey Devey (15)
  - Peter gives welcome
  - TD:
    - Pleasure to be here
    - Thanked Committee for their service
    - His first introduction to Interlochen was through IPR
    - The work of supporting public radio takes energy and has headwinds

- Making the case for public radio is more important now than ever
- Focus areas for Trey's first year:
  - Just finished summer board meeting
  - 1. Want to make sure the institution and the Board of Trustees are in alignment
  - 2. Wants to bring transparent information to the Board
    - Just as with News radio, getting unfiltered information out there is a good thing to do
  - Maintain financial and operational health of the institution, including IPR
  - Connect with stakeholders
  - Build a new strategic plan
  - Guiding Principles:
    - Openness and Trust
    - Active Engaged Debate
    - Committing to a Course of Action
    - Accountability
    - Make it across the finish line
- Questions?
  - Bob Giles - how are you planning to connect with the broader Traverse City community?
    - First step the community meeting held with Trey last week
    - How can we help each other? (Regional organizations and ICA)
    - IPR is the voice of Interlochen to the region
    - Citizen artistry: it's not that the community that comes to the artist any more; artists are at the center of communities.
  - Suzy Voltz - How to connect to the region at large? (Not just Traverse City)
    - Example: Bay Harbor arts center opening
    - We need to connect to the region
  - Tom Quinn - Is the board willing to continue the support of IPR ("subsidy")?
    - There is definitely a gap in resources and needs for IPR.
    - We're looking for ways to improve the fundraising support for IPR, as well as ways to make operational changes to close this gap.
    - The Board wants to narrow the gap; it shouldn't get larger.
    - Bottom line: Let's work to narrow that gap. It's not going to happen overnight, but we need to be moving in that direction.
- Council updates - Peter Payette (10)
  - Welcome new members
    - Welcome John McDonald

- PR Executive from American Airlines; on board of KJZZ in Arizona (Phoenix area)
        - Welcome Isaiah Wunsch
    - Introduce existing members:
      - Bob Giles - journalist and long time ICA/IPR fan
      - Karen Puschel - diplomat; International Affairs Forum, ICA parent
      - Evy Sussman - former camper, former staff member, Northport resident
      - Whitney Waara - “news junkie”; worked at CPB for 10 years, also Public Media Company
      - Tom Quinn - “Art Lives Here”, but not everyone can get here. IPR helps everyone get here.
      - Suzy Voltz - Real Estate professional in Frankfort.
      - Nancy Giles - Psychologist and volunteer
      - Peter Bergin - Computer Scientist (former), Church music director and ragtime pianist
      - Marcia Curran - Frankfort resident; devotee of the station
      - Gloria Butler - Original member of the CAC; Retired elementary school teacher
    - Thank outgoing members
      - Tom, Suzy, Peter, and Karen
- Lunch break (20)
- Program Updates - Peter (15)
  - Program changes
    - Not too much change; respondents were fairly happy
    - Were able to reduce costs around the programs we already have
    - Will be eliminating jazz from our Classical station
    - Will be airing jazz, mostly through ICA productions
    - Adding “Harmonia” and “Afterglow” to the schedule
    - Bringing back Thistle and Shamrock
    - Changes will occur in September
    - No shows cancelled on News
    - Picking up Live Wire Radio and Truth, Politics and Power at very little cost
    - Will replace repeat of the Takeaway with a grid of shows including On the Media, Living on Earth, and TED
    - Considering elimination of Prairie Home on Sunday Morning
  - Cost analysis
    - Reviewed budget considerations for IPR (programming costs and contributions) as well as rising costs for programming.
    - Discussed decision to redo the tower in the north

- Questions from the group about the response on the fundraising side based on the expansion in the north
    - Budget relief (negotiated fees for programming, staff attrition, and elimination of jazz programming)
    - Peter Bergin - What is the greatest fundraising opportunity? (Individual giving and cultivation)
    - Peter Bergin - How can we leverage IPR's digital presence to connect to more people and raise more money?
    - Karen Puschel - How do we raise more planned gifts? (There is a PG initiative for IPR; on air and in print)
  - Local program goals
    - Review of Classical and News program goals from Create Amazing campaign
  - Rotary grant
    - IPR plans to apply for funding through the Rotary Charities for a weekly public affairs program, to build a team of community producers, and to integrate "The Kids' Commute" into local schools
  - Evy Sussman hosted a table at the Leland art fair. Thank you, Evy!
  - Reviewed upcoming IPR events in the region
  - Strategic planning with staff happening in August
- Create Amazing Update - Cathy Dodge Miller, Advancement (10)
    - Reviewed key objectives of the Create Amazing campaign
    - Impact of IPR donors on overall organization (ICA) (ticket purchases and philanthropy to other ICA program)
    - Review of FY2017 fundraising at IPR
    - New campaign goal for Create Amazing (as of July 2017)
      - Leveraging new leadership
      - Raising money for programs and people (students/faculty, etc.) of Interlochen
    - Reviewed IPR's goals during the Create Amazing campaign (Program Development Fund, Archive Digitization Fund, Infrastructure Project Fund, and Endowment).
    - Questions about the Archive project. (Digitization and legal rights)