



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
JUNE 7, 2021
5:30 PM
CITY COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. APPROVAL OF MINUTES**
 - 4.1 Approval of Meeting Minutes from April 5, 2021.
 - 4.2 Approval of Meeting Minutes from May 3, 2021.
- 5. OLD BUSINESS**
 - 5.1 Launch Event June 24, 2021.
- 6. NEW BUSINESS**
 - 6.1 PR and Marketing Outreach.
- 7. ITEMS FOR NEXT MEETING'S AGENDA**
 - 7.1 Content Production Training Series.
 - 7.2 Scholarship Program/Video Submission
 - 7.3 Updates to the Business Plan Quarterly Goals.
- 8. PUBLIC COMMENT**
- 9. ADJOURNMENT**

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired). All interested parties may appear at said meeting and be heard as to the advisability of any action, which may be considered with respect to such matter. For information regarding this matter, please contact the City Attorney.

Fernandina Television (PEG) Meeting Minutes - April 5, 2021

1. **CALL TO ORDER** - the meeting was called to order at 5: 30 PM.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

Present

Julie Ferraira

Judie Mackie

Taylor Owenby

Megan Stewart

Lauren Templeton

4. **APPROVAL OF MINUTES**

4.1 Approves minutes from March 15, 2021 meeting.

Motion: Minutes Approved **Action:** Approve, **Moved by** Julie Ferreira, **Seconded by** Taylor Owenby. Motion passed unanimously. (Megan absent)

5. **OLD BUSINESS**

5.1 Branding Logo

The logo cannot be called “Amelia TV” per the City Manager. Megan will make the appropriate updates to the logo and branding materials.

5.2 Updates on All Star Partnerships and Tracker

The committee discussed modifications to the all star form to include sponsorship levels. Taylor committed \$10,000 worth of service consulting, branding, content development. Taylor proposed a scholarship program for youth in the community that demonstrates promise in the media industry. Taylor committed \$100 to the scholarship fund. Lauren on behalf of Amelia Art Studio committed \$100 to the scholarship fund. Julie committed \$100 to the scholarship fund. The committee will determine the qualifying criteria as well as the name of the scholarship fund. Taylor suggested a video submission and Julie suggested they write a few paragraphs about why they should receive the scholarship. The Commission met with the school board recently and its involvement with the PEG channel was discussed. We can leverage the teachers and school administrators to promote the submission. Mary will reach out to Dr. Kathy Burns, Superintendent for Nassau County School District.

5.3 Staff updates

The budget request is on the City Commission meeting agenda tomorrow.

The launch party must be held at a city facility to remain in compliance with Sunshine Laws.

The committee cannot be called “Amelia TV” per the City Manager.

The committee cannot create branded merchandise.

Voluntary Sunshine Law Ethics Trainings are available in April for committee members who would like to attend.

6. NEW BUSINESS

6.1 Kickoff Event

The committee discussed municipal locations to host the launch party and decided to move forward with consideration of either the golf course or the airport. Further discussion included aiming for late June, understanding covid restrictions, seeking sponsorship for catering and developing a presentation and program for the event.

6.2 Programming Calendar

The committee discussed potential content ideas and ways to collaborate with local organizations and businesses (Ex. The Human Society and Hot Paws). Potential opportunity to get 6 hours of programming on the channel--more details to come. The committee reviewed content provided by Barnabas to air on the channel.

6.3 Closing out Q1 and jumping into Q2

The committee will need to close out the following items over the next two weeks:

- Megan will finalize the logo (remove "Amelia" and update the color scheme)
- Taylor will finalize the All Star Form to include sponsorship levels
- Megan will work on a presentation for the City Commission update

6.4 Items for Next Meeting's Agenda

Review elements for the launch event
Review the finalized logo and partnership form
Identify a list of potential partnerships
Debrief of the update to the City Commission

7. PUBLIC COMMENT

No public comment.

8. NEXT MEETING DATE - Monday, May 3, 2021.

9. ADJOURNMENT – the meeting was adjourned at 8:12 PM.

Fernandina Television (PEG) Meeting Minutes - May 3, 2021

1. **CALL TO ORDER** - the meeting was called to order at 5:40 PM EST.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

Present

Taylor Owenby

Lauren Templeton

Megan Stewart

Absent

Judie Mackie

Julie Ferraira

4. **APPROVAL OF MINUTES** - postponed to meeting on June 7, 2021.

5. **OLD BUSINESS**

5.1 Launch Party - The committee discussed the upcoming launch event.

Motion: Taylor makes a motion to host the Fernandina TV (PEG) launch event at the airport on June 24 at 5:30 - 7:30 p.m. The motion was seconded by Lauren Templeton.

Date: Thursday, June 24 at 5:30 -7:30 PM // Venue: Fernandina Municipal Airport

Additional notes: Mary will coordinate with the venue to secure the space, post a public notice of the meeting and create a Facebook event page.

Action Items:

- 1) The committee members will seek out catering for the event. Potential options include, but not limited to the Boat House, Sunshine Grind, Wicked Bao. The committee will vote on catering during the June 7, 2021 meeting.
- 2) Taylor will create the graphic needed for the Facebook event page.
- 3) Megan will draft a presentation that will run on a loop during the event.
- 4) The individual committee members should extend the invite to their network and the local community focusing on industry leaders (i.e., business owners, nonprofit administrators, community leaders, etc.)
- 5) Lauren will inquire with a local vendor on a step and repeat/banner.

5.2 Strategic Partner Update

The committee will increase outreach to secure more partnerships by the end of Q2 2021 (June 30).

5.3 Commission Meeting Follow Up

The overall feedback from the City Commissioners was positive. There was a comment to increase timely updates regarding city developments. Mary will facilitate a 1-on-1 meeting with Commissioner Kreger and the Fernandina Television Chair, Taylor.

6. NEW BUSINESS

6.1 Film Training - postponed to meeting on June 7, 2021.

6.2 Vote on New Content

Lauren shared content that will be added to Fernandina Television. Lauren will also feature an article in her newsletter about her appointment to Fernandina Television, its mission and how the community can get involved.

7. PUBLIC COMMENT

No public comment.

8. **ADJOURNMENT** - the meeting was adjourned at 6:52 p.m.