



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
OCTOBER 4, 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 minutes from September 13, 2021.
- 5. OLD BUSINESS**
 - 5.1 Film Production Training.
 - 5.2 Video contest/scholarship guidelines.
- 6. NEW BUSINESS**
 - 6.1 Determine details of Non-Profit vs. Committee.
 - 6.2 Take Stock in Children PSA Partnership
- 7. PUBLIC COMMENT**
- 8. NEXT MEETING DATE**
- 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.



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
SEPTEMBER 13, 2021
5:30 PM
CITY COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

Roll Call.

Present: Taylor Owenby, Megan Stewart, Lauren Templeton.

Absent: Julie Ferreira, Judie Mackie.

1. **CALL TO ORDER** – The meeting was called to order at 5:33 P.M. EST
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **APPROVAL OF MINUTES**
 - 4.1 Approval of Meeting Minutes from June 7, 2021 – **Megan 1ST on motion to approve. Lauren 2ND on the motion to approve. The motion passes.**
 - 4.2 Approval of Meeting Minutes from August 2, 2021. **Megan 1st on motion to approve. Lauren 2nd on motion to approve. The motion passes.**

5. OLD BUSINESS

5.1 Updates to the Submission and All Star Form

Mary made updates to the Submission Form including information on where to submit content. Mary also updated the All Star Form including a note to make checks out to the City of Fernandina Beach. The forms are published on the City of Fernandina website.

5.2 Follow Up from Launch Party

Taylor reached out to all of the attendees within 48 hours after the event. Lauren volunteered to reach out to attendees to share updates on our initiatives. The team decided to include the Submission Form, All Star Form, information about the video contest and scholarship. Lauren will share a draft with Mary by early next week. We have a new All Star Partner - Amelia Island Dance Festival.

6. NEW BUSINESS

6.1 Content Production Training Series

Taylor's colleague Chris Ranung, President of I.A.T.S.E for Northeastern Florida, has agreed to host an in-person training in November in the City Chambers. We will also record it for people who are unable to attend. Taylor will follow up with Chris to confirm a date in November. These training sessions will be held quarterly. We can include this announcement in Lauren's update.

6.2 Video Contest and Scholarship Program

The committee discussed criteria and eligibility around the scholarship program. Taylor confirmed the committee will 1) launch a county wide video contest through the end of 2021 for students (1st-12th grade) to share what makes their hometown special to them 2) establish criteria for the video (length, etc.) 3) include the school district for further promotion and 4) the contest winner will be selected and awarded in February 2022. We will market 1 scholarship for now and depending on contributions through the Fall quarter we may be able to award multiple scholarships. We will announce it in the local newspapers as well. It's very important that we have the support of the school system to promote this contest for it to be successful. We will air the submitted content on the channel.

Taylor made a motion to award the scholarship directly to the recipient (rather than a school or entity). Lauren seconds the motion to approve. The motion passes.

6.3 Other Updates and Items For Discussion

Mary shared that Arts Nassau reached out about ways to collaborate with the committee on their content.

Taylor shared that the ACT has offered the committee, use of space and equipment for content development.

The committee discussed transitioning to a nonprofit.

7. PUBLIC COMMENT

None

8. ITEMS FOR NEXT MEETING'S AGENDA - October 4, 2021

8.1 Video Contest / Scholarship Guidelines

8.2 Transition to a Nonprofit

9. ADJOURNMENT – the meeting was adjourned at 6:48 P.M. EST

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.