

**McKinney Center Advisory Committee Meeting
McKinney Center
103 Franklin Avenue, Jonesborough, TN 37659**

**Meeting Notice
Thursday, August 20, 2026, 3:30pm**

PUBLIC COMMENTS REGARDING AGENDA ITEMS

Members of the public wishing to speak concerning any item on the agenda during the Public Comment period must sign up by calling the McKinney Center Office at 423-153-0562 with their name, address, and subject about which they wish to speak no later than 2 hours before the meeting occurs during normal business hours or by 1:30 p.m. the day of the meeting. Otherwise, such members of the public must sign up at the location of the meeting, prior to the beginning of the meeting, by seeing the McKinney Center Director at the McKinney Center Advisory Board meeting.

Each individual shall be given three (3) minutes to address the McKinney Center Advisory Committee regarding Agenda items. Comments shall be limited to items on the meetings Agenda.

AGENDA

1. Call to Order:
2. Citizens Comments
3. Approval of Minutes – July 2026
4. Director's Report
 - a. Past/Ongoing Events Reports
 - b. Budget, Building, and Grounds Report
 - c. Upcoming Events Report
5. Outreach Report
6. StoryTown Report
7. Visitation Report
8. Old Business
 - a. Donation needs for Broyles Building
9. New Business
 - a. 2026 Soups and Songs
 - b. 2026 Meeting Dates

10. Adjournment

Date 1	<u>August 21, 2026</u>	Agenda Item
Subject	<u>Call to Order</u>	

Date 2	<u>August 21, 2026</u>	Agenda Item
Subject	<u>Citizens Comments</u>	

Agenda Item

McKinney Center Advisory Committee Meeting
July 16, 2026
McKinney Center – in Person
Agenda Presentation

The July Radio Show is July 27th and we have sold over 30 tickets. The next Listening Day will be July 14th at the Johnson City Public Library. There were over 100 attendees for the June show of the 250th History Variety Show and there are over 100 tickets sold for the July show.

Motion #4: (Douglas/Treece) Motion to accept the StoryTown Report.

5 in favor/0 opposed/0 abstention. Motion carries.

Visitation Report:

We had 1,179 visitors in the month of June. We had \$680 in rental revenue in June. There were four rentals in June.

Motion #5: (Treece/Squibb) Motion to accept the Visitation Report.

5 in favor/0 opposed/0 abstention. Motion carries.

Old Business:

We will be focusing on donation needs for the Broyles Building.

Motion #6: (Squibb/Douglas) Motion to accept Old Business.

5 in favor/0 opposed/0 abstention. Motion carries.

Respectfully submitted by:

Breanna Walker-Schadler

Date August 20, 2026

Agenda Item

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Subject Director's Report

The month of July is all about Jonesborough Days, outreach events, taking some time off, planning for fall, school open houses, and marketing for classes. My team worked hard this year on our Jonesborough Days float and the crafts we planned for children during the festival. Skye, Nori, and Martha have been at the farmers market, Fridays after 5, teacher in-service events, and more to do free crafts with kids this month and to hand out information about fall classes. All staff will be attending various school open houses on July 31st to hand out catalogs and inform parents and children about fall offerings. We have been busy printing 2,000 catalogs, 8,000 flyers for JC schools, and sending digital flyers to Washington County school children. This month our focus is on fall classes, but we have other things happening as well.

A. PAST/ONGOING EVENTS REPORT

- a. **Traffic Box Art Wrap** – We have received a few submissions for the traffic box wrap. Skye will put together a link for the committee to review. I think we have a few more promising possibilities in this second round. I've not put a meeting together due to other obligations – getting the fall catalog out, market, Broyles.
- b. **Fall 2026** – The class curriculum was online and in print for by Jonesborough Days. This is a major team effort. After I did the class budgets and descriptions, Bre and Skye worked diligently getting everything in our online system and in the hard copy catalog. Nori and Martha have gotten the catalog printed. As of 8/13, we have 145 students registered and 13 classes have made. On 8/11/25, last year, 166 students registered and 14 classes had made. We are 12.5% below last year's numbers. We will see these numbers increase over the next couple weeks and months.
- c. **Community Chest** – July 11 – Robin Castana and I were here to open the building, Robin gave the tour, I helped with questions and helped set up for the luncheon. It went well.

- d. **Open Houses** – Skye got us ready to attend Open Houses this year and several county schools. I attended the Lamar Open House.

B. BUDGET, BUILDINGS, AND GROUNDS – Report

- a. The ADA Automatic Door project is complete.
- b. The Broyles Building- Rick has replaced all the fluorescent lights with new led bulbs, fixed outlets, caulked windows, installed soap dispensers, etc.
- c. I ordered new light fixtures for the front interior of the building.
- d. Conducted research and price checks on stools for the Broyles Building along with a copier and other basic office supplies and equipment. Did PO for stools and ordered.
- e. Submitted a camera and projector to surplus. The police department took the camera for their use.
- f. JRoss came to the building and did some touch ups.
- g. I scheduled a contractor to access my office for a possible mini split. It is either extremely warm or cold in my office due to the lack of a thermostat. I've done a PO for this and hope to have work start soon!
- h. I worked with the fire department to get AED training scheduled for our staff. Half of us have done the training. The rest should be doing training on September 2. After the training is finished, we will receive our CPR cards, and an AED will be installed.

C. UPCOMING EVENTS REPORT

- a. America's 250th Programming at the Jackson
 - i. July 23, August 20, September 24, October 22
- b. **Film Screening** – August 14, 6pm. Afriye. We will watch the 20-minute documentary and then have a talk back. This is guaranteed to be a great event.
- c. **ETHS History Day** – Anne will be representing us at this event in Knoxville on 8/15/26.
- d. **McKinney Center Market** – August 22 – We are full of vendors, musicians, and food. Please attend! We will have the Broyles building open with demonstrators including Carolyn Lowe weaving chair bottoms,

Darlyne Hatley making soaps, Michelle O'Patick Ollis making barn quilt signs, etc.

- e. **UMOJA** – Skye needs volunteers for this event
- f. **Spot On a Hill** – Anne will say more about this in her report
- g. **Volunteer Appreciation Brunch** – Saturday, September 16
- h. I scheduled a presentation for the ETSU Retiree association for September 2.
- i. I spoke with the creator of the Artists & Creatives of the Appalachian Highlands. They will be adding the McKinney Center to their website resource list page. I sent text and contact information to them.

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Subject Outreach Report will be provided by Skye McFarland.

Outreach:

For the month of August, our in-person outreach will be from the Farmer's Market. The Farmer's Market will be attended on August 15th. Upcoming we have the UMOJA festival on September 12th. As far as digital outreach is concerned, this month will be one of our best in a long time with the boost for the Fall 2026 semester and a boosted post for the McKinney Center Market, we have already reached 140,322 on our social media accounts. We also have continued to get catalogs distributed and flyers for upcoming events, adding to our outreach efforts.

Month	Number	Digital	Paper	
January		55,894	60	
February		74,190	100	
March	1847	56,430	30	

April		62,579	5921	
May	149	64,600	40	
June	81	45,485	40	
July	418	77,667	560	
August		140,322	450	
September				
October				
November				
December				
	2,495	577,167	7,201	586,863

Volunteer:

At the end of July, we had volunteers help with our Open Houses, and otherwise we have not had more yet for August. Although, we will have some to help with the Farmer's Market on Saturday as well as the StoryTown Radio Show at the end of the month. I am also currently planning the Volunteer Appreciation brunch on September 26th at 10am. We have a band booked, some decorations, and a plan for food. Please plan to join us.

We are still looking for volunteers to help with UMOJA in September and A Spot on the Hill in October. Let me know if you're interested in signing up for either. I am also working on creating the video version of our tour currently.

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Subject: StoryTown Radio Show/StoryTown Initiative – Report will be provided by Anne G-Fellers Mason

StoryTown Radio Show/StoryTown Initiative

The July show is called "Paws and Reflect: Stories about our Four-Legged Friends." We're partnering with the Appalachian Highlands Humane Society to do a food and supply drive. We also have special guests, New Hope Cat Rescue and storyteller Andy Offutt Irwin joining us. Summer shows traditionally have the lowest attendance and least number of tickets sold in advance. We have been pushing this show to make sure we

have a good house for our guests. The musical act is John Bills and The Academics. Update: It was a great show, and we sent the Humane Society off with a bunch of donations. New Hope Cat Rescue will be at the McKinney Center Market. Our next show is on August 24th with teachers' stories and musical guest Amythyst Kiah. Ticket sales are low right now, maybe because of school starting, but I'd love to fill the house out for Amythyst.

- 1) We've raised \$4,050 in sponsorship money.
- 2) We have sold/reserved 59 season passes.
- 3) We received a **\$6,900** Arts for All Grant from the Tennessee Arts Commission for the Radio Show for FY 2027.

ACTION ITEMS: Help spread the word about the August show, especially about Amythyst's appearance. Buy tickets. Where else should we advertise?

Story Collecting/Story Brigade

We have a Listening Day from 9:00-12:00 am on July 28th at the Johnson City Public Library. Our next Jonesborough Listening Day is from 5:30-7:30 pm on August 13th at the Senior Center. The Story Collecting class will be offered in the fall in November. Registration is open now. Update: We had one retired teacher come and share her story at the JCPL event. It was great to hear from her. Even though there wasn't large attendance, JCPL would like to do it again, maybe at a different time of year.

Tales of Our 250: A Jonesborough History Variety Show

Each program in this Pay What You Can series will include scenes from *The First and Last in Town in Tennessee*. Tim Herron will portray Paul Fink as a running narrator for all shows.

June 25th from 7:00-8:30 – Embracing the Past (Dr. Kennedy, Ozone Rangers) – **155 tickets sold, a great first entry in the series**

July 23rd from 7:00-8:30 – Forging a New Nation (Sycamore Shoals Re-enactors) – **150 tickets sold, great program, Sycamore Shoals was especially popular**

August 20th from 7:00-8:30, School performance at 10:00 am – The Road to Freedom (Nancy w/Heritage Alliance, Friendship Baptist Church Choir) – **67 tickets sold so far and at least one homeschool co-op coming to the school performance**

September 24th from 7:00-8:30 – Lost State of Franklin (Dr. Hardy from MTSU, Tipton-Haynes Historic Site)

October 22nd from 7:00-8:30, School performance at 10:00 am – A Nation Divided (Dr. Lee from ETSU, Regimental String Band)

ACTION ITEM: Help spread the word about August 20th and get people to the Jackson.

A Spot on the Hill

The dates for the show are October 8-10 and October 15-17. The 12th edition of this Jonesborough tradition will share 10 stories from the historic cemetery. We are adding Thursday evenings this year. We are cutting down from three playing spaces to two to

help with some sound issues we have up on the hill. **Update:** The show has been cast with eleven actors. Some of them are new and some of them are ASOH veterans. I have picked the stories and am working on the script. Tickets are on sale now for McKinney Center members and will go on sale to the public on August 24.

ACTION ITEMS: Volunteer if possible. Skye has the sign-up information.

Podcast

We continue to post Voices of the Archive, Director's Cut, and StoryTown Radio Show podcasts every month.

Total Downloads: 652 in the last thirty days

Numbers for Month

StoryTown Volunteers – 17 for Jonesborough Days, 85 Hours; 1 for DC podcast, 1 Hour

Story Brigade – 2 Brigade Members, 2 Hours

Interactions: Jackson Related - 19, June Tales 250 – 156, Doc's Front Porch – 620, JAMSA – 19, Northeast TN Museum Association - 20, July Production Mtg – 2, Media – 2, Advisory Committee – 5, Main St Board – 14, Misc. – 1

Total for Month – 878

Total Volunteer Hours – 86

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Subject Visitation Update – Report will be provided by Bre Walker-Schadler

Visitation Update:

Month	Classes	General Visitors	Rentals
January	43	728	339
February	312	1208	157
March	497	1250	219
April	291	1085	91

May	85	588	602
June	479	409	288
July	46	367	450
August			
September			
October			
November			
December			
Total			

In August we will see numbers from the fall market, classes starting, the film screening, and the radio show with Amethyst Kiah.

Rental Update:

Month	
January	\$2,122.50
February	\$420.00
March	\$440.00
April	\$997.50
May	\$2,877.50
June	\$680
July	\$470
August	
September	
October	
November	
December	

Total: \$

We have three rentals on the books for August.

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Agenda Item

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Subject OLD BUSINESS

A. Donation needs for Broyles Building

- i. Funding for or donations of; flooring, new ceiling tiles, gutters, fence, HVAC, washer, dryer, fridge, stove.

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Agenda Item

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Subject NEW BUSINESS

A. Soups and Songs – discussion regarding ticket price, idea about appetizers and soups.

B. 2026 Meeting Dates

August 20
September 17
October 15
November 19
December 17

Date **August 20, 2026**

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Subject ADJOURNMENT

Agenda Item