

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

**Meeting Notice  
Thursday, March 19, 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 member of the public must sign in 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
2. Approval of Minutes –February 2026
3. Director’s Report
  - A. Past/Ongoing Events Reports
  - B. Budget, Building, and Grounds Report
  - C. Upcoming Events Report
4. Outreach Report
  - A. Outreach Report
  - B. Volunteer Report
5. StoryTown Report
  - A. StoryTown Radio Show/StoryTown Initiatives Report
  - B. Story Collecting/Story Brigade Report
  - C. 250<sup>th</sup> Community Play Report
6. Visitation Report

- A. General Visitors Report
- B. Class and Student Attendance Report
- C. Rentals Report

7. Old Business

- A. Discussion and possible action concerning the Art Wrap/Electrical Box at the McKinney Center Location.

8. New Business

- A. Discussion and possible action concerning the new documentary screening with Frederick Murphy.
- B. Discussion and possible action concerning the relaunch of CROWNS, dates, etc.
- C. Discussion and possible action regarding possible ISC partnerships.
- D. Discussion and possible action regarding new Jackson Theatre 250<sup>th</sup> programming.
- E. Discussion and possible action regarding possible new partnership with T.R. Dunn and Student Art Show.
- F. Reminder of 2026 Meeting Dates

9. Adjournment

**Date March 19, 2026**

**1**

**Agenda Item**

**Subject Call to Order**

**Date March19, 2026**

**2**

**Agenda Item**

**Subject Citizens Comments**

**Date** March 19, 2026

**Agenda Item**

**3**

**Subject** Approval of Minutes

March 19, 2026

Subject: Approval of Minutes

**McKinney Center Advisory Committee Meeting  
February 19, 2026  
McKinney Center – in Person  
Agenda Presentation**

**Attendance:**

**Advisory Committee Members:** Richie Hayward, Ernest McKinney Jr., Starlene Casey, Kay Grogg, Sharon Squibb. **McKinney Center Staff:** Theresa Hammons, Nori Shaw, Anne Mason, Skye McFarland, Breanna Walker-Schadler

A Quorum was established. McKinney Center Director called the meeting to order at 3:30pm.

**Motion #1:** (Hayward/McKinney) Motion to accept the minutes from the January Advisory Committee Meeting.

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

**Director Report:**

All present reviewed the 2025 McKinney Center annual report. The director has met with the town administration to discuss 2026-2027 budget. Membership drive and luncheon will take place February 21<sup>st</sup>. Masterpiece Mingle tickets are now on sale for members.

**Motion #2:** (Squibb/Kavanaugh) Motion to accept the 2025 McKinney Center annual report.

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

**Motion #3:** (Kavanaugh/Grogg) Motion to accept the Director Report.

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

**Outreach Report:**

Outreach on social media is great because of classes, the radio show, and the play. We are asking for help with volunteers for the play. Nori Shaw and Skye McFarland will be attending the Appalachian Studies Association conference in March to present the Living Here Alumni exhibit.

**Motion #4:** (Kavanaugh/Grogg) Motion to accept Outreach verbal report.

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

**StoryTown Report:**

The StoryTown Radio Show opening gala has been moved to the March Radio Show due to inclement weather. There have been over 200 tickets sold for the 250<sup>th</sup> community play. There are plans to expand Listening Days in 2026 and to partner with the ISC.

**Motion #5:** (Kavanaugh/Grogg) Motion to accept StoryTown report.

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

**Visitation Report:**

Visitation numbers will be up in February because of classes and the play. There are five rentals on the calendar for the month of February.

**Motion #6:** (Hayward/Squibb) Motion to accept Visitation report.

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

**Old Business:**

There are two electrical wraps that the center is focusing on in their first call for art. One downtown and the one in the McKinney Center parking lot. Board discussed what kind of wrap would be best for the one in the center parking lot.

**Motion #7:** (Grogg/Starlene) Motion for a consensus to look for collage of pictures that represent McKinney Center art and activities.

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

**New Business:**

We have four committee members who will need to renew in April. Crowns will wait until 2027.

Respectfully submitted by:

**Date** March 19, 2026  
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**Agenda Item**

**Subject** Director's Report

**A. PAST/ONGOING EVENTS REPORT**

- a. **Spring 2026** – Last spring (2025) we had 291 registrations and 24 classes made.
  - i. As of 3/9/26 227 registrations and 23 classes have made
- b. **2026 StoryTown Radio Show Season and Passes** – over 50 passes so far including passes for sponsors and donors.
- c. **The First and Last Town in Tennessee** – February 27 – March 8.
  - i. 679 tickets
  - ii. \$8,418.76 in ticket revenue.
- d. **Membership Drive Update**

**B. BUDGET, BUILDINGS, AND GROUNDS – Report**

- a. Building
  - i. Work on windows has begun
  - ii. The grant money arrived to Town Hall

**C. UPCOMING EVENTS REPORT**

- a. **Radio Show Gala** - March 23, 2026 at 7pm.

- b. **Ernest McKinney Day of Giving** – April 2, 2026
- c. **Washington County Public Schools Exhibition** – April 9, 2026
- d. **Masterpiece Mingle** – April 24 – 51 tickets sold
  - i. 120 tickets
  - ii. \$55 regular price and \$45 for members and donating artists
  - iii. Need art donations and silent auction items
    - 1. Hotel stays, experiences, tickets to events, baskets, etc.
    - 2. Please ask artist friends to donate.

**Date** March 19, 2026

**Agenda Item**        **5**

**Subject**        **Outreach – by Skye McFarland**

**Outreach:**

Over the past month, again, we have not hosted an in-person outreach event, but our first outreach event will be March 14<sup>th</sup> at the St. Paddy’s Day event in downtown Jonesborough. This is one of our largest events each year. We have worked this month to get ready for the craft and the parade for this event. We have also been very busy pushing things on social media including the play, final class pushes, the radio shows, and now we switch to Masterpiece Mingle, Listening Day, the radio show gala, and Ernest McKinney Day of Giving. Facebook Ad reach over the past 30 days has been about 11,485, other Facebook reach has been 51,477. On Instagram we have reached 8,479 people.

The first round of art class at Jonesborough Elementary closed on March 10, we have a week off and then return the next week for the older group of kids. The class went well! I am working to get the demographic information of these kids to add to our records.

**Volunteers:**

We have had so much help over the past month with the radio show and the play. We had 49 volunteer hours for February and once we add the hours for the play participants, it will be a lot larger. With the play, as well, we are already at 27 hours for March. We will need help with the St. Paddy’s Day event and the Easter events downtown, then we’ll move on to getting volunteers for Masterpiece Mingle!

**Date** March 19, 2026

**Agenda Item** 6

**Subject** StoryTown – Anne G-Fellers Mason

StoryTown Radio Show/StoryTown Initiative

We had to cancel the January show twice due to snow/ice. That was supposed to be our 15<sup>th</sup> anniversary show. We decided to move that production to the March 23<sup>rd</sup> date and will have our opening gala that night after the show. We were finally able to have a show on February 23<sup>rd</sup> at the Visitors Center. Location was changed due to community play tech rehearsal. Fifty-eight people attended. Ticket sales were lower since we've been focusing so much on selling play tickets. The cast was smaller, too, because several Radio Show cast members are in the play. The discussion has come up about the feasibility of running the Radio Show while a larger play is about to go into production. Stage Manager Emma Perry and Music Director Brett McCluskey stepped up to direct, and that was helpful.

- 1) We've raised \$3,750 in sponsorship money for 2026 so far. - **\$3,900 as of 3/13**
- 2) We have sold/reserved 54 season passes. – **55 as of 3/13**
- 3) I submitted an Arts for All grant to the Tennessee Arts Commission. A review panel will take place in March or April. – **Panel scheduled for March 26<sup>th</sup>.**

**Updates:** We had a smaller crowd at the February show, but we were focused on selling tickets for the community play. New stage manager Emma Perry and Brett McCluskey did a great job in my absence. We've sold 54 tickets for the March show so far, some of those were moved after we canceled the January show. We'd love to have a sold-out gala.

**ACTION ITEMS: Come to the gala on March 23<sup>rd</sup>!**

### Story Collecting/Story Brigade

The first Listening Day of the year will be held at the Jonesborough Senior Center on March 19 (9:00 am – 12:00 pm). You do not have to be a member of the Senior Center to participate in Listening Days. We are working to secure listening sessions in other locations, like the Johnson City Public Library and the Fischman Gallery.

### 250<sup>th</sup> Community Play

We received a grant of \$19,250 from the State Museum to do this play, and the money has been deposited. Publicity is rolling out, including posters, media interviews, billboards, ads in papers, social media, promo videos, etc. We are routinely in touch with the Marketing Team about the play. Tickets are on sale, and we have sold 377 so far. We have secured \$2,654.50 in additional sponsorships. We are offering a Pay What You Can day on March 1<sup>st</sup>, a school performance on March 3<sup>rd</sup>, and Bridges East will provide ASL interpretation on March 8<sup>th</sup>.

**Updates: Preliminary ticket sales are \$8,418.76. I don't have a final expense total, but we received the grant and wonderful sponsorships for this play, so I feel good about not losing money. Except for the Saturday night shows, all shows were halfway sold out or sold out. We had a nice school performance on March 3<sup>rd</sup> with a class from Lamar and several homeschool groups. As you know, the New York Times did a wonderful piece about the play. It was first published as a digital piece and then published in the print edition on March 13<sup>th</sup>. I received several compliments on the piece from museums across the state, including the Tennessee State Museum, at the Tennessee Association of Museums conference.**

### America's 250<sup>th</sup>

**NOTE: PLANNING WILL INCREASE ON THIS ONCE THE COMMUNITY PLAY IS IN PRODUCTION. After meeting with Amber, we have selected the following dates for the Jackson Theatre performances. These programs will focus on local history. – Hopefully we will meet with Amber later this month.**

May 2<sup>nd</sup> from 7:00-8:30

May 8<sup>th</sup> at 10:00 am (school date)

June 13<sup>th</sup> from 7:00-8:30

July 18<sup>th</sup> from 7:00-8:30

August 8<sup>th</sup> from 7:00-8:30

September 5<sup>th</sup> from 7:00-8:30

September 11<sup>th</sup> at 10:00 am (school date)

### Podcast

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

**Total Downloads: 179 in the last thirty days** (Since there has not been a Radio Show yet this year, we only have Voices of the Archive to post.)

Numbers for Month

**StoryTown Volunteers** – 41 for Radio Show – 72 Hours  
3 for Concessions/Front of House – 7.5 Hours

**Community Play Volunteers** – 468 over multiple rehearsals, 520.5 Hours

**Interactions:** Media – 14, JAMSA – 29, StoryTown Production Meeting – 2, Jackson/Grant Related Mtgs – 8, ISC Mtg – 2, Advisory Committee – 6, February Radio Show - 64

**Total for Month – 637**

**Date** February 19, 2026  
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**Agenda Item**

**Subject** Visitation Update – Bre Walker-Schadler

**Visitation Update:**

Month	Classes	General Visitors	Rentals
January	43	728	339
February	312	1208	157
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Total

**Rental Update:**

Month

January \$2,122.50  
February \$420.00  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

Total: \$

**Date** March 19, 2026  
**8**

**Agenda Item**

**Subject** OLD BUSINESS

- A. **Traffic Box Art Wraps** – I had the call for artists ready before Christmas and a committee member sent me lots of questions and concerns about the call. I will be updating the call very soon and I will be getting this out.
  - a. Review Skye’s option for the McKinney box.
  - b. Call for Art Work went out on 3/9/26.
    - i. 3 submissions
- B. **Talent Show** - T.R. Dunn and student Talent Show at the Jackson Theatre.
  - a. May 9
- C. New documentary screening with Frederick Murphy.
  - a. Narrowing down to fall dates
- D. New possible ISC partnerships.
  - a. No update
- E. New Jackson Theatre 250<sup>th</sup> programming.

- a. No update

**Date** March 19, 2026  
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**Agenda Item**

**Subject** NEW BUSINESS

**F. New Business**

**a. Appointment of Advisory Committee Members**

- i. Starlene Casey
- ii. Kay Hess Grogg
- iii. Michelle Treece

**G. 2026 Meeting Dates**

March 19  
April 16  
May 21  
June 18

July 16  
August 20  
September 17  
October 15  
November 19  
December 17