

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

**Meeting Notice
Thursday, October 15, 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 – September 2026
4. Director's Report
5. Outreach Report
6. StoryTown Report
7. Visitation Report
8. Old Business
9. New Business
10. Adjournment

Date 1	<u>October 15, 2026</u>	Agenda Item
Subject	<u>Call to Order</u>	

Date 2	<u>October 15, 2026</u>	Agenda Item
Subject	<u>Citizens Comments</u>	

Date **October 15, 2026** **Agenda Item**
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Subject **Approval of Minutes**

McKinney Center Advisory Committee Meeting
September 17, 2026
McKinney Center – in Person
Agenda Presentation

Attendance:

Advisory Committee Members: Kay Grogg, Richie Haywad, Ernest McKinney Jr, Nancy Kavanaugh, Michelle Treece **McKinney Center Staff:** Martha Blaser, Breanna Walker-Schadler, Anne Mason, Theresa Hammons

A Quorum was established. Theresa Hammons called the meeting to order.

Motion #1: (Kavanaugh/Hayward) Motion to accept the minutes from the August Advisory Committee Meeting.

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

Director Report:

As of 9/14 we have had 184 registrations and 23 classes have made. We had over 500 people in attendance for the McKinney Market. Once staff completes CPR/AED training we will get our AED installed. The Broyles building is open for classes.

Motion #2: (Grogg/McKinney) Motion to accept the Director Report.

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

Outreach Report:

Staff went to the August Farmers Market and UMOJA. Our in person outreach for August was 266 and September was 107. The Volunteer Appreciation brunch is September 26th. We will need volunteers to help with Halloween Trivia, Halloween Art Exhibit, Haunts & Happenings, and Main St Days.

Motion #3: (Kavanaugh/Treece) Motion to accept the Outreach Report.

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

StoryTown Report:

The August Radio Show was standing room only. Anne is still doing the 250th series at the Jackson Theatre. Only the indoor matinee has tickets left for Spot on a Hill. Anne is working on a project for town hall with Mayor Wolfe and Glenn.

Motion #4: (Hayward/McKinney) Motion to accept the StoryTown Report.

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

Visitation Report:

We had 1,148 visitors in the month of August. We had \$282.50 in rental revenue in August. There were three rentals in August.

Old Business:

Soups and Songs will be catered this year.

New Business:

We are partnering with Rooms to Read to distribute copies of 7 books by indigenous authors and artists.

Respectfully submitted by:

Breanna Walker-Schadler

Date October 15, 2026

Agenda Item

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Subject Director's Report

A. Director's report

PAST/ONGOING EVENTS

Fall 2026 – As of 9/30 we have 191 registrations and 25 classes have made. We are really pushing the classes on social media to try and up those numbers as much as possible. I send payment information from our registration site, Course Storm, to Gina every Monday morning. Also, on Monday mornings, I run registration reports. I assess which classes should move forward and which classes should be canceled due to low registration. I send updates to the instructors and my staff each Monday informing them of their class status. I think recommend which classes to next push through media outlets. We also continue to order supplies for classes and workshops throughout the semester.

Traffic Box Wrap – We have not received submissions that meet our committee's expectations. I will be meeting with artists, Kay Grogg and Michelle O'Patick- Ollis to brainstorm about a design that they can create for us.

UMOJA – September 12 – our team was present at UMOJA creating free crafts for children. Unfortunately, it rained them out and they had to leave a bit early.

Volunteer Appreciation Brunch – September 26, 10am – We had approximately 20 of our most resolute volunteers at the brunch. Skye's husband, Ben Putland, catered the event for us free of charge. It was an exciting time to show our volunteers how much we depend on them and appreciate them.

Radio Show – September 28 – the September show, Life on the Farm, with musical guest Momma Molasses, went wonderfully with over 80 people in attendance.

Spring 2027 – We have started building our curriculum for Spring 2027 and hope to have the digital version ready by the end of October.

BUDGET, BUILDINGS, AND GROUNDS

Building & Grounds

- J Ross came back to the building to do some more touch-ups.
- Herman Archer and Rick DuVal have completed the electrical work for the mini-split installation in my office.
- We will be getting door stops for all our exterior doors and interior doors very soon.

Broyles Building

- I had artist, Michelle O'Patick-Ollis, paint a design in the windows of the building.
- We will be installing some accessories in the bathroom soon, mirror, shelving, etc.
- We have a cleaning schedule for our hosts to complete each week.
- I met with Billy Miller regarding a tree beside the building that needs to be removed.

Budget

- a. Prepared and coded invoices. Sent in check requests.
- b. Sent Gina Course Storm deposit information from classes.
- c. I created a PO for a paper order, school bus ad order, work stools for the Broyles Building, for the mini split, for Taleah Rogers, Corey Rogers, and other actors, and for a clay order.

OUTREACH

- a. I gave a presentation for the ETSU Retiree association on September 2.
- b. Wrote WETS ads for Spot on a Hill and Halloween Exhibition Call for Artists.

OTHER TASKS

- a. Prepare agenda and preside over Weekly Staff Meetings.
- b. Prepare agenda and preside over Advisory Committee Meeting.
- c. Attend Main Street meeting.
- d. Attend monthly meetings with the Marketing Team and prepare the agenda.
- e. Communicating with instructors about classes, promoting classes, etc.
- f. Completed monthly security training – September – Security and Passwords.

- g. Sent amazon orders to Donna. Supplies for classes, UMOJA, Farmers Market, Downtown with Dolly, Halloween Haunts and Happenings, Office supplies, etc.
- h. Completed exit form for host, Nancy Comer.
- i. Reviewed and helped edit Story Panels for Anne Mason that will be placed in Town Hall.
- j. Reviewed and gave edits for the MKC building tour video that Skye has been working on.
- k. Reviewed podcasts published by Nori.

B. UPCOMING EVENTS

Spot on a Hill – October 8, 9, & 10 and 15, 16, 17th – SOLD OUT except for the indoor matinee. Anne has been working hard on finalizing the script. Our team has assisted with graphics, posters, distributing information, social media, etc. We will all help Anne during the performances along with several volunteers.

Halloween Exhibition – Opening October 9th and the exhibit runs through November 6. Our team has worked to get the submission forms, call to artists, website, and press releases updated and sent out. This month we juried the show, contacted the artists, and have planned the reception details.

Halloween Trivia – October 23 – Our team has met with the Heritage Alliance staff to plan this event later in October.

Radio Show – October 26 – The Halloween Radio Show will be at the Jackson Theatre this year! We are excited about the change in venue for this show. The October show is usually sold out so this gives us a chance to sell more tickets.

Halloween Haunts and Happenings – Our team will be present at the Town's Halloween Haunts and Happenings event as usual.

Soups and Songs – November 30 – We are changing this event up just a smidge this year. We will have appetizers prior to the show. The soups will be catered from Main Street Café, Black Olive, and Boone Street Market. Hopefully, these changes will assist with quality consistency.

MLK Day of Service – Exhibition with Public Schools – The opening of the exhibit will be Monday, January 18. It will be open to the public until the closing reception on Thursday, January 21. Science Hill and David Crocket Culinary Art programs will be catering the reception. Johnson City Schools Orchestra will be performing music. We have reviewed, revised, and sent out the information about the project to all the related

art teachers and expect another good turnout regarding participation and attendance.

Rooms to Read – Rachel Stiltner, who previously worked at ISC, reached out to me about this Indigenous Book Collection program. We will be receiving copies of 7 books written and illustrated by Indigenous authors and artists to distribute into our community. The books included are:

- Hear Us: We are the Land, the Land is Us – Bilingual, English/Hawaiian.
- Let's Build our Winter Chukka – Bilingual, English/Choctaw, Oklahoma.
- A Dream for You – Bilingual – Ojibwe
- The Gift of Tinpsila – Bilingual – English/Dakota
- Juniper Medicine – Bilingual – English/Dine
- I Am Inupiaq – Bilingual – English/Inupiaq
- Cricket's Day – Bilingual – English/Cherokee Oklahoma

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A g e n d a

Item 5

Subject Outreach Report will be provided by Skye McFarland.

Outreach: For the month of September, our in-person outreach was 272, which came from the Farmer's Market, UMOJA, and the Downtown with Dolly event. Our social media was pretty good, average for the month. We did have ads on Facebook and Instagram for the Call for Artists for the Halloween exhibit including a deadline extension. Our other Facebook outreach was great for the month and on Instagram, as well. Thank you to Nori, Martha, and Anne for working the UMOJA festival as I was out of town that weekend. We are preparing for outreach in October which will include Main Street Days Festival in downtown Johnson City on October 17th and the Halloween Haunts and Happenings event on October 30th. Martha is also prepping for the October 17th Farmer's Market.

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	266	205,990	490	
September	272	114,343	40	
October				
November				
December				
	3,033	757,178	7,281	767,492

Volunteers: Volunteers in September helped with UMOJA, otherwise September was more about celebrating our volunteers with the Volunteers Appreciation Brunch. We now have McKinney Center volunteer T-shirts, if anyone from the Advisory Committee wants one, they are in my office. We have enough people for the Spot on the Hill volunteers, which is great. We are looking for volunteers for Main Street Days Festival October 17th, Halloween History Trivia on October 23, Soups and Songs on Monday, November 30th, and food donations for the Fall student art show on December 10th. If you want more information on those, let me know.

Other: We got support for the Coalition for Kids art class from the Wild Women of Jonesborough. Huge thank you to them for helping us with this semester. We start that class on October 15th. I put out the tour video this week, please check it out on our Facebook page or on our YouTube page if you have not. Please share items for our Halloween History Trivia.

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A g e n d a

Item 6

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

StoryTown Radio Show/StoryTown Initiative

The September show is Life on the Farm: Then and Now featuring Momma Molasses and special guests the ARC&D and Knob Creek Vineyards. Ticket sales have been slower for the September show, but we anticipate a bigger crowd at the Jackson Theatre for our Kooky and Spooky show on October 26. I met with the StoryTown Players to map out the 2027 season, which will run from March-October. Season announcement will take place at the end of October and 2027 season passes will go on sale. **Update: We had 79 people at the September show. We have currently sold 18 tickets for the October show at the Jackson, and we have 275 seats to fill.**

ACTION ITEMS: Help spread the word about the October show, buy a ticket for yourself or a friend. It'd be nice to have at least half a house, which is 138.

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

Story Collecting/Story Brigade

Our final Listening Day for this year is from 9:00 am -12:00 pm on November 12th at the Senior Center. The Story Collecting class will be offered in the fall in November. Registration is open through October 26th. Several former members of the Brigade are interested in refreshing their training.

ACTION ITEMS: I would love ideas for how to improve this series, or other places we should go to collect stories.

Tales of Our 250: A Jonesborough History Variety Show

Each program in this Pay What You Can series includes scenes from *The First and Last in Town in Tennessee*. Tim Herron portrays Paul Fink as a running narrator.

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, very popular evening, especially the performers from Sycamore Shoals**

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) – **134 tickets sold, successful evening with a diverse crowd**

September 24th from 7:00-8:30 – Lost State of Franklin (Dr. Hardy from MTSU, Tipton-Haynes Historic Site) – **157 tickets sold so far – Update: We sold 181 total, very popular evening.**

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

Update: We have currently sold 53 for this evening. This is the last one in this series, and we have a school performance at 10:00 am that morning. HELP SPREAD THE WORD.

A Spot on the Hill

All the outdoor shows are SOLD OUT with multiple people on the waiting list. We still have tickets for the indoor matinee at the McKinney Center on October 10th. We are partnering with the Bonnie Kate Theatre in Elizabethton to perform A Spot on the Hill there on October 18th at 7:00 pm. Details to come. **Update: Show is going very well. We added a few more tickets to the outdoor shows as able. As of now, we have sold 29 tickets for the indoor matinee.**

ACTION ITEMS: Help us spread the word about the show at the Bonnie Kate on

October 18th.

Town Hall Project

I am working with Mayor Wolfe and Glenn Rosenoff to create 36 framed panels for Town Hall for their Faces of Jonesborough project. These panels will be on display in the boardroom and throughout the building. They will each feature a person who is important to the fabric of Jonesborough, including a portrait and story about them. 12 will debut at the BMA meeting on Monday, October 12th. **Update: 13 panels have been completed. Next step will be to figure out a rotation schedule and work up the next batch.**

Podcast

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

Total Downloads: 300 in the last thirty days

Numbers for Month

StoryTown Volunteers – 20 for August Show, 80 Hours; 1 for DC podcast, 1 Hour; 3 for August Show concessions/check in, 6 Hours; 11 for ASOH Rehearsal, 380 Hours

Story Brigade – 4 Brigade Members, 6 Hours

Interactions: August Radio Show - 129, Town Hall Project – 2, Marketing Mtg – 2, Story Collecting - 7, JAMSA Related - 19, Sept Production Mtg – 2, Halloween Trivia Mtg – 4, Media – 2, Advisory Committee – 5, ASOH Rehearsal – 57, Tales 250 Rehearsal – 7, StoryTown Potluck – 16, Misc. – 5

Total for Month – 296

Total Volunteer Hours - 473

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A g e n d a

Item 7

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

Date October 15, 2026

Agenda Item

Subject Visitation Update – 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	166	1,148	71
September	490	373	229
October			
November			
December			

Total

There were 20 people at the volunteer appreciation. There were 99 people at the September Radio Show.

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	\$282.50
September	\$700
October	
November	
December	

Running Total: \$8,990

We have four rentals on the books for October.

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Subject OLD BUSINESS

A. Soups and Songs Updates

Agenda Item

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Agenda Item

Subject NEW BUSINESS

A. 2026 Meeting Dates

September 17

October 15

November 19

December 17

Date October 15, 2026

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Subject ADJOURNMENT

Agenda Item