

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

**Meeting Notice
Thursday, September 17, 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 – August 2026
4. Director's Report
5. Outreach Report
6. StoryTown Report
7. Visitation Report
8. Old Business
9. New Business
10. Adjournment

Date **September 17, 2026**
Item 1

Agenda

Subject **Call to Order**

Date **September 17, 2026**
Item 2

Agenda

Subject **Citizens Comments**

Date September 17, 2026
Item 3

Agenda

Subject Approval of Minutes

McKinney Center Advisory Committee Meeting
August 20, 2026
McKinney Center – in Person
Agenda Presentation

Attendance:

Advisory Committee Members: Richie Hayward, Kay Grogg, Starlene Casey, Michelle Treece, Ernest McKinney, Sharon Squibb **McKinney Center Staff:** Martha Blaser, Breanna Walker-Schadler, Anne Mason, Theresa Hammons, Skye McFarland

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

Motion #1: (McKinney/Casey) Motion to accept the minutes from the July Advisory Committee Meeting.

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

Director Report:

We have attended Jonesborough Days, the Farmers Market, Fridays after 5, and 4 school open houses. The Fall catalog is completed and has been distributed. We have had over 14 classes make. The community chest and Jonesborough 101 did a tour of the facility in July. The ADA door project is completed. The Broyles building is set to open to the public on the day of the Fall Market. The film screening with Frederick and Afriya went well. We are looking for volunteers for UMOJA and Spot on a Hill.

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

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

Outreach Report:

Martha and volunteers attended the Farmers Market in August. The Volunteer Appreciation Brunch will be on September 26th. We need volunteers for UMOJA and A Spot on the Hill.

Motion #3: (Grogg/McKinney) Motion to accept the Outreach Report.

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

StoryTown Report:

The August Radio Show features teachers' stories and will be on August 24. Amythyst Kiah is the musical guest. The next Listening Day will be July 14th at the Johnson City Public Library. The Listening Day at the Johnson City Public Library went well. We need volunteers for Spot on A Hill.

Motion #4: (Grogg/Squibb) Motion to accept the StoryTown Report.

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

Visitation Report:

We had 863 visitors in the month of July. We had \$470 in rental revenue in July. There were five rentals in July.

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

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

Respectfully submitted by:

Breanna Walker-Schadler

Date September 17, 2026

Item 4

Agenda

Subject Director's Report

A. PAST/ONGOING EVENTS REPORT

- a. **Fall 2026** – As of 9/14 we have 184 registrations and 23 classes have made. We are really pushing the classes on social media to try and increase those numbers. 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 then recommend which classes to next push through media outlets.
- b. **ETHS History Day** – August 15 - Anne represented us at this event in Knoxville at the ETHS Day and did several skits from the 250th play, the First and Last Town in Tennessee.
- c. **McKinney Center Market** – August 22 – We had the most vendors we have ever had. We had the biggest crowd we had ever had with over 500 people in attendance. Most of the vendors were very happy with their profits and turn out. We had a lot of first-time attendees as well. We put a lot of resources into advertising this year. For the event, I communicated with vendors and their questions and needs leading up to the day. I marked off all the inside and outside spaces. I staffed the Friday night and Saturday morning load in times as well as most of the day on Saturday.
- d. **AED Training** – I worked with Chason Freeman to schedule AED training with 6 of my staff members. We have six more to train and then our AED will be installed at the McKinney Center.
- e. **Radio Show – The** August Radio Show was fantastic. It sold out! Amythist Kiah was our musical guest. In the beginning of Amythist's career she would be a guest on the show every year. We were so glad to have her back!

- f. **Traffic Box Wrap** – We have our next meeting on September 15 to look at and discuss the most recent submissions.

B. Building & Grounds

- a. The ADA Automatic Door project is complete.
- b. JRoss came to the building and did some touch ups.
- c. 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 did the PO for the work. Herman Archer and Rick DuVall have completed the electrical work. I am waiting for the contractor to install.
- d. I worked with Bright Ridge to upgrade the internet service at the McKinney Center.

C. Broyles Building

- a. The Broyles Building- Rick has replaced all the fluorescent lights with new led bulbs, fixed outlets, caulked windows, installed soap dispensers, etc.
- b. I ordered new light fixtures for the front interior of the building.
- c. 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.
- d. I've worked with Chris Kudera regarding some landscaping needs at the Broyles building and his staff have already completed the work.
- e. I toured the building with Jonathan Peace and PEP. PEP suggested cleaning gutters twice a year, updated fire extinguishers and suggested removing a tree outside. We got fire extinguishers installed in the building the very next day. Rick DuVall cleaned the gutters the following day and informed me that the gutters do have gutter guards. However, the roof needs assessment. I also met with Billy Miller regarding taking the tree down in the next week or so.
- f. I worked with the Street department to get parking spot lines marked in front of the building.
- g. I ordered internet service for the Broyles Building

D. Budget

- a. Communicated with WIOA office about a possible new contract.

- b. Prepared and coded invoices.
- c. Sent Gina Course Storm deposit information from classes.
- d. I created and turned in the Final Berea College Grant report.
- e. I requested code extensions from Janet so we can better check the expenses for specific events.
- f. I set up our ODP account (Office Depot)
- g. 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 and other actors, and for a clay order.
- h. I also stood at Food City for 45 minutes waiting for their team to figure out why our Food City card would not work

E. OUTREACH

- a. I gave a presentation for the ETSU Retiree association on September 2.
- b. I did a tv interview for DayTime Tricities this month advertising classes.
- c. I did a tv interview for the noon show to advertise the Fall Market.
- d. Wrote WETS ads for Spot on a Hill and Halloween Exhibition Call for Artists.

F. 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.
- g. Attended Grant Meeting
- h. Assisted Sharp with their Email Account user list.
- i. Help Sharon Squibb with Zoom
- j. Sent amazon orders to Donna.

- k. Assisted Gina with corresponding with people who have not cashed checks.
- l. Participated in a C4K meeting with Skye and our new instructor.

G. UPCOMING EVENTS

- a. **UMOJA** – September 12 – our team will be present at UMOJA creating free crafts for children.
- b. **Volunteer Appreciation Brunch** – September 26, 10am – Skye is once again planning an appreciation brunch for our volunteers. The theme this year is the 70's. It should be a groovy good time.
- c. **Radio Show** – September 28 – the September theme is Life on the Farm, with musical guest Momma Molasses. I think we will see another successful performance!
- d. **Spot on a Hill** – October 8, 9, & 10 and 15, 16, 17th – Sold out except for indoor matinee.
- e. **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.
- f. **Halloween Trivia** – October 23 – Our team has met with the Heritage Alliance staff to plan this event later in October.
- g. **Radio Show** – October 26 – The Halloween Radio Show will be at the Jackson Theatre this year! We are very 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.
- h. **Halloween Haunts and Happenings** – Our team will be present at the Town's Halloween Haunts and Happenings event as usual.
- i. **Soups and Songs** – November 30 – We are already planning for this event. Anne has gotten quotes for catering. We have ordered crock pots and started working on details.

Date September 17, 2026

A g e n d a

Item 5

Subject Outreach Report will be provided by Skye McFarland.

As we finished in August, our in-person outreach was 266. This month we attended the UMOJA festival thanks to Martha, Michelle (host), and Anne for covering this event. We interacted with just a little over 100 people, but rain came in the afternoon, and things ended a little bit early. Other outreach this month will include the Farmer's Market. We'll

be attending Main Street Days on October 17th in Downtown Johnson City and the Halloween Haunts & Happenings event in downtown Jonesborough on October 30th. As I probably mentioned last month, our online outreach was great due to multiple boosted ads. This month won't be bad either, but not as much as when we pushed for classes and the McKinney Center 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	107	169,111		
October				
November				
December				
	2,868	811,946	7,241	822,055

Volunteers:

Towards the end of the month of August, we helped with the August Farmer's Market and then this month we had help with UMOJA. As we head into October, we have had a good number of folks sign up to help with Spot on the Hill, so we should be covered there.

I have also spent time getting ready for the Volunteer Appreciation brunch coming up on September 26th. We are excited to host you all and the Advisory Committee is all invited to join us! Please just make sure you have RSVP'd.

As for events coming up, we will need help with Halloween Trivia on October 23, Wine donations for the opening of the Haunts & Happenings Art Exhibit on October 9, and volunteers to help at Main Street Days on October 17th.

I have completed the tour video and would love feedback from the advisory committee:

<https://youtu.be/N2gMx53e3QQ> or use



Date September 17, 2026

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 July show had a full house and brought in several donations for the Appalachian Highlands Humane Society and New Hope Cat Rescue. Our August show, Stories from the Classroom: Teacher's Edition, is sold out. Musical guest is GRAMMY nominated singer-songwriter Amythyst Kiah. The September show is Life on the Farm: Then and Now and will feature Momma Molasses with special guests the ARC&D and Knob Creek Farm and Winery. 2027 season planning will take place in September. **Update: The August show was sold out. We have currently sold 39 tickets for the September show. Knob Creek Museum & Winery will include a coupon for their winery in the program. Our 2027 season planner potluck will be Sunday, September 20th.**

- 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: Buy a tick and/or encourage people to come to the September show. Send me any ideas you have about themes for 2027 and musical acts.

Story Collecting/Story Brigade

We had one teacher come out and share her story at the Johnson City Public Library Listening Day in July. Her story is included in the August Radio Show. The JCPL is interested in hosting another date, though, maybe not in the summer. We didn't have anyone come to the evening Listening Day on August 13th at the Jonesborough Senior Center. The 2026 dates have not been as successful as the 2025 dates were, and we will investigate restructuring this program for 2027. 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.

Update: I am looking for ghost stories from Johnson City!

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, 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, 44 people at school show

September 24th from 7:00-8:30 – Lost State of Franklin (Dr. Hardy from MTSU, Tipton-Haynes Historic Site) – **69 tickets sold so far**

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

Action Items: Buy a ticket and/or encourage people to come out to the show on September 24th.

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. **TICKETS ARE ON SALE NOW!** Rehearsals start on August 26th. **Update: All shows except the indoor matinee on October 10th are SOLD OUT.** Help us spread the word about the indoor matinee, especially for people who need an ADA friendly show. You also get the same show, just without the tombstones.

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.

Podcast

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

Total Downloads: 180 in the last thirty days

Numbers for Month

StoryTown Volunteers – 22 for July Show, 88 Hours; 3 for DC podcast, 3 Hours
21 for August Rehearsal, 42 Hours, 3 for July Show concessions/check in, 9 Hours
11 for ETHS History Fair – 44 Hours
Total - 186

Story Brigade – 4 Brigade Members, 5 Hours
Total – 5

Interactions: Jonesborough Genealogical Society - 9, July Tales 250 – 158, July StoryTown Reh – 26, July Radio Show - 111, JCPL Listening Day – 1, Marketing Mtg – 2, Story Collecting - 1, Northeast TN Museum Association Officer Mtg - 5, Aug Production Mtg – 1, Grant Mtg – 6, Halloween Trivia Mtg – 3, Media – 8, Advisory

Committee – 6, East TN History Fair - 127, History Fair Performance – 23, Nancy School Performance – 47, TN Arts Commission Mtg – 50, August Tales 250 – 147, Misc. – 11

Total for Month – 806

Total Volunteer Hours – 191

Date September 17, 2026

A g e n d a

Item 7

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	166	1,148	71
September			
October			
November			
December			

Total

There were 40 people at the film screening with Fredrick and Aafriya. The Fall market had 591 visitors in a single day. The radio show with Amythst Kiah was sold out with over 152 people in attendance.

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	
October	
November	
December	

Running Total: \$8,290

We have three rentals on the books for September

Date September 17, 2026

A g e n d a

Item 8

Subject OLD BUSINESS

A. Soups and Songs Updates

Date September 17, 2026

A g e n d a

Item 9

Subject NEW BUSINESS

A.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:

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

B. 2026 Meeting Dates

September 17

October 15

November 19

December 17

Date September 17, 2026

A g e n d a

Item 10

Subject ADJOURNMENT