

## MINUTES

### BKAT Advisory Committee – Special Meeting

Meeting Date: January 23, 2025

7266 Tibardis Rd NW Bremerton WA 98311

In person

### **Date of Approval: March 11, 2025**

A special meeting of the BKAT Advisory Committee, was held at the BKAT office on January 23, 2025.

Members of the Board in attendance: Tom Peterson, Mark Miller, Krista Carlson, Vanessa Acierto, and Public Access Manager, Colleen Miko.

Committee Members not in attendance: Shirah Dedman, Jay Montgomery, Jim Forscher, Sheldon “Doc” Parr, Scott Wistrand

Members of the public in attendance: 0

1. Call to Order: Tom Peterson called the meeting to order at 5:03 p.m.
2. Round the table introductions.
3. Public comment: none
4. New Business
  - a. Open House planning –
  - b. Date of event: Feb. 27. Per Collen, holding the last week of month means there are fewer government meetings and BKAT staff can participate.
  - c. Time: Colleen led discussion about the timing of the event. Group reached consensus on 3:30-6:30 p.m.
  - d. Purpose/goals for event: Colleen wants it well attended with value for folks who come. Mark wants to showcase new equipment to showcase and show people the capability of the facility. There is a need to increase membership and membership support, and the event could help promote a YouTube subscription campaign.
  - e. Video component: Mike Barnett is working on a video loop with examples of BKAT’s work
  - f. Potential benefits: Colleen mentioned if we get people from government, we should talk with them on our availability for video services
  - g. Plan of Action: Colleen wants the subcommittee to develop a plan of action, find stakeholder targets, and develop a timeline for distribution. Available

tools include email and social media to promote, but we also need to tap our circles to generate interest. Mark mentioned using his pages and his publish to expand reach. Vanessa mentioned QR codes and flyers. Colleen showed flyer for group to distribute. She also suggested a sign in sheet for participants to allow for follow-up.

- h. Promotions: Vanessa brought up drawing for a free membership. But that could be construed as a gift of public funds, require legal or expert review. Colleen to check on Mark's idea about whether donations can be repurposed for giveaways. Tom also asked about membership sponsored by the advisory committee. Mark believes there may have been limited handouts in the past, but we don't have discretionary budget for anything. Vanessa to check out feasibility.
- i. Refreshments: Snacks can't be in the studio. Mark to investigate possible donations.
- j. Activities: Video loop, studio/control room tour, playback room, super brief testimonials, guest use of teleprompter. Colleen is working out activity details. Mark mentioned he talked with folks at the last event about how to access/use BKAT resources.
- k. Attendance: Colleen says BKAT staff will be in attendance. Vanessa asked about other hosts or programs coming. Colleen intends to invite them so they can share their experience. Tom liked the idea of each person bringing five guests. He's also looking to the contact educational community (higher ed. and high schools with clubs or dedicated programs), such as SCC, ECC, Bates, PA, OC, TCC, etc.
- l. Sidenote: The Board expressed curiosity about FIFA fan zones
- m. Vacancies: Colleen mentioned that it would be nice to reconnect with education groups as it could also be a chance to fill a vacancy on the advisory board
- n. Other updates:
  - i. Tom mentioned Army contact and Hansville community center as possible resources
  - ii. Vanessa is connected to theaters and kids
  - iii. Mark mentioned Wave cable astound box reorganization made channel 71 – the Kitsap community channel
  - iv. Colleen asked Krista to investigate sharing through the PIO network and media; also encouraged with Rebecca Pirtle about contacts
  - v. Colleen to reach out to Josh Farley and West Sound Magazine
  - vi. Mark to share with Bremerton Rotary

- vii. Colleen has a plan to do public comment at the Board of County Commissioners meeting on Feb. 10, City of Poulsbo Council Meeting on Feb 12th and will submit info for the Mayor's Report for City of Bremerton
- viii. We may need to add a link to social media, Mike Barnett set up a Facebook page for the Open House for info updates on the event

Meeting adjourned at 5:59 p.m. by Tom

Next subcommittee meeting is tentatively scheduled for Feb. 24 at 4 p.m.

corrections made by Colleen Miko 3/10/25