

WJFF Board of Trustees (BoT) Meeting Minutes February 23, 2011

-ADOPTED AS AMENDED MARCH 30, 2011-

Present: BoT members: Steve Van Benschoten, Dawn Dorcas, Lisa Lyons, Stephen Schick, Fern Hagedorn, Rose Brown, David Dann, Michael Propst and Robert Rosengard.

Absent: David Barnes.

Also present: Winston Clark, Station Manager.

Volunteers: Sonja Hedlund, Angela Page, Les Mattis, Evelyn Raymond, Sandy Oxford, Kalika Stern, and John Nordstrom.

Public: Jill Padua, Mike Jung, Barbara Van Benschoten, Martin Springhetti, Sharon Hecht, Maureen Neville, Kevin McDaniel, Armand Agresti, Liz Bucar, Lisa McCard, and John Webber

Meeting called to order at 6:30 pm by Steve Van Benschoten at Jeffersonville Village Hall.

Motion made to approve the October 27, 2010 meeting minutes and to attach the reconciliation summary when available by Robert Rosengard and seconded by Lisa Lyons; all in favor.

Motion made to approve the December 16, 2010 meeting minutes by David Dann and seconded by Michael Propst; all in favor.

Motion made to approve the December 15, 2010 meeting minutes and to attach the reconciliation summary when available by Michael Propst and seconded by Rose Brown; all in favor.

Power Point Presentation reporting on the “State of the Station” by Steve Van Benschoten.

- In February of 2009 WJFF was \$53,000 in the red, did not have a station manager, and did not have any volunteer elected BoT members.
- By the end of December 2009 WJFF had two new employees, revised and approved by-laws, the first volunteer elected BoT member and ended the year in the black with membership contributions up \$64,000.
- In 2010 Winston Clark resolved the tower issues that threatened to shut down the station, a second BoT member was elected by the volunteers, a new BoT member was recruited from Pennsylvania, a new Community Advisory Board was recruited to reflect the listening area, membership contributions increased \$5,000. Other highlights of the year include the first annual Foodstock, facilities improvements, and new underwriters. WJFF operated in the black for the 2nd year in a row.
- In 2010 the volunteers showed their commitment by returning to WJFF following illnesses, driving to the station in bad weather, balancing all their other obligations. We are grateful for all that they do for WJFF. We welcome the addition of 12 new volunteers, and the new locally produced shows.
- WJFF’s strengths: dedicated and talented volunteers, hard working and productive staff, generous and loyal listening base, excellent financial position, great radio, and a commitment to our mission.

- WJFF’s weaknesses: limited broadcast range, no definitive way to measure the audience, conflicting needs and agendas, underdeveloped community outreach, aging equipment, limited staff time and financial resources
- Threats to WJFF: loss of CPB funding, internet and satellite radio, demographic competition from WAMC, and internal divisions.
- Opportunities for WJFF: Broadcast equipment upgrades, fully operable production room, local news coverage, increase broadcast area to Milford, PA, new Community Advisory Board (CAB), volunteer recruitment, and more community outreach.
- This year we can move forward with the WJFF mission by participation in community events, better communication, continuing great radio, increasing local news and by being the “somebody” to do something for WJFF.
- The mission statement; Radio Catskill is a locally owned, independent, non-commercial, member supported, community radio broadcaster and public service provider carrying out a range of educational and charitable activities. We make available to our community, and from our community, a broad range of ideas and ideals, education, information and entertainment, analysis and inspiration useful to a full and enlightened life.

Questions and Comments from the Public.

Martin Springhetti (CAB member) addressed the BoT as an individual not as a representative of the CAB. Martin presented the BoT with a six page packet which included: a cover letter; an e-mail from Winston Clark to the CAB members dated January 11, 2011; the CAB meeting agenda dated October 5, 2010; and DRAFT community survey. Martin’s cover letter detailed seven areas of concern pertaining to the BoT and CAB and called for better communication and cooperation between the CAB and BoT.

Sharon praised the presentation by Steve Van Benschoten but felt that what was described was not evident in the meeting. Sharon encouraged a sign in sheet be sent around; one was started. She also suggested that the BoT include “any opposed” in all motions.

Maureen Neville thanked everyone for their passion and for being at the meeting. She reminded the BoT that at the Programming Committee meeting, concern was expressed about the role of the CAB.

John Nordstrom encouraged the CAB to schedule their own meeting if they are dissatisfied.

Kevin McDaniel detailed his history and love of the station, and worries about the community feeling. He also understands that the station needs money but he has concerns about the questionnaire.

Almond Nebreski senses a culture of exclusion.

Lisa McCard encouraged autonomy for the CAB and reflected on the communication talked about in the presentation.

Maureen Neville encouraged a reconfiguration of job duties and complemented Winston Clark on his good fund raising abilities.

Sonja Hedlund announced that she was chosen by the volunteers to be a liaison between the volunteers, the station staff and BoT. She thanked Steve Van Benschoten for his presentation. Lastly, she stated to Martin Springhetti that things look very different from where she is standing and encouraged Martin to contact the other CAB members. Sonja believes that Martin can choose to not be negative about the state of the CAB.

Dawn Dorcas seconded Sonja Hedlund's sentiment. Martin can choose to move forward with the CAB in a positive frame of mind. Martin has expressed his concerns to the BoT, he has been supplied with the other members' contact information and he can choose to contact them in a positive frame of mind and work towards setting and achieving a goal(s).

Station Manager's Report by Winston Clark:

In the next four to six weeks we will undertake many extensive engineering fixes, upgrades and improvements in both Master Control and Production.

These first four improvements will happen March 2nd, 3rd, and 4th. There will be an engineer on the premises for those three days, so there may be some alterations to the usual routine. Adam will be working alongside the engineer, and he'll see that everything possible is done to minimize any inconvenience. I hope you will agree it will be a small price to pay for a great improvement.

Here's a summary:

- 1) Both boards, Master Control and Production, will be entirely refurbished.
- 2) A "TELOS" phone system will be installed in Master Control, separate from the current phone. A blinking light alert system will also be installed to let you know when any line is ringing.
- 3) An Aphex Stereo Compeller will be installed. It's a device that monitors and modulates the output volume from MC before the signal goes to the transmitter.
- 4) "World Feed" panels will be installed in Production and Master Control. These will contain every type of jack for both input to and output from the boards.

Soon after:

- 5) All 3 ENCO computers will be replaced and upgraded to the latest version and to eliminate any memory shortage problems.
- 6) There will be a "Music Cloud" for storage and playback of MP3s, the beginning of an online music library.
- 7) There will be three-screen displays in both Master Control and Production, all on swing arms. Screen one is weather display, clock and internal message board. Screen two is ENCO as you know it, but with touch screens restored. Screen three is internet access with audio output so you can, say, research an artist on Wikipedia and read it over the air or use the screen to access the Music Cloud and play your show from it.

Various pieces of equipment will also be moved to make them more convenient to access or to free up work space.

One of the overall aims is to make Production be, as closely as possible, a clone of Master Control. That way we can move our broadcast operations temporarily to Production when we paint, carpet, re-light, etc. in Master Control.

As you might guess, all this is possible because of the increased revenue brought in through Pledge Drives, Special Events and Underwriting these past couple of years. On that note, a reminder: our Spring Pledge Drive starts Thursday, March 31.

Our thanks to all who gave us the feedback on which these plans are based.

Proposed WJFF Schedule:

Maureen Neville is upset with Steve Van Benschoten for accepting his new time slot.

Liz Bucar told Steve Van Benschoten to show leadership.

Steve Van Benschoten replied that he is showing leadership by doing as the Program Committee asked him to do.

Rose Brown encouraged those who have questions about the program schedule to attend the Program Committee meeting.

Liz Bucar asked the BoT to justify the changes. She asked to have the process that was used make the program changes explained.

Sonja Hedlund stated that the program schedule is a living entity that will now be constantly monitored and changed as needed. We might not agree but we gave the Programming Committee a job to do and they are doing it.

Committee Reports:

Facilities Committee report by Dawn Dorcas:

Committee members have been looking after the Green House; to date eight people have responded to the Facilities Committee web page survey and their e-mail addresses have been put into an e-mail group; the Committee would like to sell the Flor tiles and extra furniture on Craig's list.

Winston Clark will work with Dawn Dorcas on the sale of the items.

Items added to the to-do list: The gutters and the broken windows at the station.

John Webber requested a comment on the items that were brought from the Green House into the Station and Angela Page now reporting that she has to tape her show from home. Dawn Dorcas responded that the Facilities Committee works hard to balance everyone's needs with the needs of the station.

Michael Propst will be assessing the handicapped accessibility of the station.

Finance Committee report by Winston Clark:

WJFF will end the year in the black. The station is financially sound.

Fundraising Committee by Rose Brown:

The 2nd annual Foodstock on May 7th, the Auction on September 10th, the Music Sale on November 19th, and the Volunteer Party are future events.

Ad hoc News Committee:

No report at this time.

Programming Committee Report:

No report at this time.

Volunteer Report by Sonja Hedlund:

By April 1st all programmers should have one show in the can. Programmers need to find their own host if they cannot do their show. Adam Weinreich should compile a data base of all volunteers and their skills. The morning shift with school delays and closing needs to be done better. The next volunteer meeting is March 19th. The next pledge drive is scheduled to start on March 31st and the volunteers would like a one page survey to be mailed out. Volunteers would like the BoT to look at Staff and Volunteer interactions, the Youth Program volunteers and On Air Programmers giving more time back to the station.

Old Business:

Steve Van Benschoten, Rose Brown, and Graham Rice are working to develop a Volunteer Agreement. The agreement will detail an understanding between the station and volunteers. The agreement is almost in the final draft.

Free Speech Radio News fundraised all the needed money to continue its programming.

New Business:

Reviewed the proposed 2011 budget. Items of interest: \$15,000 for broadcast Equipment, 10,000 for a part-time news reporter, \$10,000 for a part-time clerical person, and the county grant for youth radio was reduced by \$700

There is a possibility that the CPB Grant could be cut. Call and / or write your Senator.

Strategic Planning date is projected to be in April.

Questions and Comments from the Public.

Sonja Hedlund was glad for Winston Clark's Station Manager Report. Sonja is personally contacting people who are inappropriately negative on the list serve.

Motion to go into Executive Session at 8:45 by Robert Rosengard, and seconded by Rose Brown. In favor-all. Opposed -none.

Motion to go out of Executive Session at 9:38 by Robert Rosengard, and seconded by Fern Hagedorn. In favor-all. Opposed-none.

Motion to approve the proposed \$344,150.00 2011 Budget for WJFF Radio Catskill by Robert Rosengard, and seconded by Stephen Schick. In favor-all. Opposed-none.

Motion to adjourn the meeting at 9:43pm by Robert Rosengard, and seconded by Rose Brown. In favor-all. Opposed-none.

Respectfully submitted,

Dawn Anne Dorcas
Secretary