

DCOC Minutes  
March 20, 2020  
Conference call

Due to Coronavirus restrictions, the meeting was held as a conference call. In attendance: Judith Schwartzstein, Chair; Jim Lomax, Events subcommittee chair; Barb Demarest, Membership subcommittee chair; Duncan Cooper, PR Committee Chair; Clay Smith; Ken Hilton; Heather Quaintance; Thane Peterson; Dan Rigney. Absent: Kirsten Foster. (Note: since the last meeting Steve Davis and Bill Fellenberg resigned from the Board.) No members of the public called in.

A quorum being present the meeting was called to order at 4:05 p.m.

The minutes of the previous meeting, January 17, 2020 were unanimously approved (Motion made by Barb Demarest, seconded by Heather Quaintance.)

Dan Rigney provided the General Manager's overview of the new circumstances and praised the staff, Jason Dole and Tim Bruno for pulling together to keep people informed and connected to officials' (President, Governor, local officials) briefings and stories about the impact of the pandemic on the community. He stated that they are using the station's resources as efficiently as possible in the context of the changing reality. He said the staff would begin conversations with volunteers to work remotely (currently no one but staff may access the building.)

Events subcommittee report and discussion led by Jim Lomax: The committee consensus was that all events would be canceled at least through May 30 and that all event dates would be revisited at an Events subcommittee meeting on April 13. Those tentatively scheduled include a yard sale on July 11, major donor reception on July 18, Gala on August 22 and Auction on October 3. The possibility of using the October 3 date and venue (Jeffersonville Bakery) for the Gala was mentioned. In a discussion about who would be honored at the Gala, Dan mentioned the possibility of recognizing "community heroes of COVID 19."

Membership subcommittee report and discussion led by Barb Demarest: The committee agreed to proceed in whatever ways possible with the survey, possibly adding a question that relates to the Coronavirus and WJFF's response. Barb wants to issue a test survey, possibly to volunteers, prior to putting the survey out broadly. Barb also discussed her efforts to reach lapsed donors who gave last in 2018, seeking help with calls. Ken, Clay and Thane volunteered to help Barb with these calls to donors who had given at least \$900 to date and had donated in the previous three years. Decisions about tabling, one of Membership's responsibilities will be held for the time being.

PR subcommittee report and discussion led by Duncan Cooper: The use of social media has ramped up and local interviews done with members of the community, particularly local businesses by staff are being compiled by Dan on the site and put out on social media by Duncan. Volunteer Paul Henshaw has provided help with website/social coordination. Dan stated he will also send the stories WJFF is collecting to the Sullivan County Chamber of Commerce and Visitors Association. Duncan reported that Tim is helping to put together show host profile pages for the website. Also on the website is a listings or hybrid listings/log line page. In the area of another charge to the subcommittee, Heather

reported that they are comparing notes with practices from other stations considering packages others offer, looking for information on budget and determining recommendations for filling available slots.

Fundraising subcommittee report and discussion led by Judith Schwartzstein: Dan reported on the pledge drive, deemed a “quiet drive” to date – 1/3 to 1/4 of normal revenues. Dan reported that he has started reaching out directly to top donors and that a generous anonymous donation would be revealed in a few days to spur the drive forward. He also spoke about the Network for Good web page. All agreed the capital campaign would not be moved forward at this time though work on the grants in progress would continue.

Thane requested that for all topics including events, that Pennsylvania side of things not be overlooked. He also talked about examples of virtual programming including Facebook concerts.

The next meeting of the full DCOC committee will be Wednesday, May 13 at 4:15 p.m.

The meeting was adjourned at 5:05 p.m.