Minutes of WJFF DCOC Meeting 11/30/20, Approved 2/12/21; Submitted by Judith Schwartzstein, Chair

The meeting convened at 9:05 after it was determined a quorum of members was present. Attending were board members Amy Brightfield, Duncan Cooper, Brad Mann, Kirsten Harlow Foster, DCOC non-board members Jim Lomax, Ken Hilton, Barb Demarest, Heather Quaintance and Paul Henshaw. Also attending were board president Thane Peterson and GM Tim Bruno. Absent were Jeff Barnes, Kevin Cooke, Leila McCullough, John Gordon, and Doug LaFrenier.

A “re-branding” of the WJFF logo and tagline(s) was brought to the committee for discussion. The need to revise the station’s graphic imagery is due to several factors, among them a move away from references to the now mostly-nonexistent hydro-power energy source, a recent revision that had been created to mark the station’s 30th anniversary which is ending February 1, and the impending move to Liberty. Tim Bruno responded to questions about the nature of the rebranding, clarifying that it has only to do with graphic presentation and is not intended to alter the nature of the station, which identifies as public radio, community radio, an NPR station, and one that carries other national and international programming from such radio sources as the BBC and Pacifica. A task force including Amy Brightfield, Jim Lomax, Kirsten Harlow Foster and Duncan Cooper will explore the best way forward. Involving the volunteer and listening community in the decision making in some way was embraced by all. Tim asked that in their exploration the task force consider the station’s next 30 years and take a look at the logos of other public radio stations.

A short discussion of the website focused mostly on technical issues that need to be resolved including increased security, which means moving to a new hosting company. We'll be moving to Amazon Lightsail and leaving our current web hosting company Bluehost.

Progress of the capital campaign for the renovation of the Liberty property was reported to the committee. It is in the quiet phase and campaign planning committee members are seeking lead donations. Naming opportunities, such as for studios and the community room are available. The public phase, where members and listeners will be asked to participate, is hoped to begin in early spring.

The budgeted fundraising events for 2021 were noted and will be scheduled approximately as follows: a spring/early summer outdoor yard sale at the Liberty property; an auction, most likely online in the summer, the community awards gala in the fall and the music sale as usual in November, the fall events hopefully in-person.

Previously the committee had considered an event that would celebrate the station’s 30th anniversary and discussed some ideas. A virtual event that could engage volunteers and the listening community generally was suggested, one with a theme such as the future of radio or community radio in particular. Some members of the committee voiced concern that people are getting weary of Zoom events. The idea of an on-air, interactive event was raised.

Tim talked about the need for greater visibility for the station to grow and mentioned both the “Giving Tuesday” fundraising promotion as well as a broadcast of a community tree lighting taking place Saturday, December 5 in Barryville.

Barb Demarest offered to provide analytics of 2020 donors.

The meeting adjourned at 9:45 am.