



## **WJFF Radio Catskill Board of Trustees**

### **Meeting Minutes**

**August 22, 2024, 2024 at 6:00pm**

Meeting Location: WJFF Liberty, 2758 Rt. 52, Liberty, NY

*Approved on: 10/17/2024*

**Board Members Present:** Don Almquist, Jeff Barnes (6:09pm), Amy Brightfield, Katie Childs, Barb Demarest (remote), Gerard Finn, Jill Fruchter, Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Heather Quaintance, Krissy Smith, Sally Stuart

**Board Members Absent:** Dale Blagrove

**Staff Present:** Tim Bruno, Mimi Bradley

**Members of the Public Present:** Gemma Hooley

A quorum being present, Sally Stuart called the meeting to order at 6:04pm

**MOTION** to go into Executive Session to discuss a confidential matter (Sally Stuart / Katie Childs)

**In Favor:** Don Almquist, Amy Brightfield, Katie Childs, Barb Demarest (remote), Gerard Finn, Jill Fruchter, Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Heather Quaintance, Krissy Smith, Sally Stuart

**Abstained:** None

**Opposed:** None

Went into Executive session at 6:07pm with Tim Bruno, Mimi Bradley, and Gemma Hooley

Jeff Barnes entered the meeting at 6:09pm

Gemma exited the meeting at 6:25pm

**MOTION** to exit Executive session (Katie Childs / Sally Stuart)

**In Favor:** Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barb Demarest (remote), Gerard Finn, Jill Fruchter, Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Heather Quaintance, Krissy Smith, Sally Stuart

**Abstained:** None

**Opposed:** None

The Board exited Executive Session at 6:31pm

#### Public Comment Opportunity

No members of the public present

#### Consent Agenda

Sally discussed implementing the consent agenda and the benefits of approving committee meeting minutes in bulk at the meeting of the Board of Trustees. She emphasized that it is imperative that all Members of the Board thoroughly read the entire Board Packet, which will include all committee minutes being voted on, so that they can be approved. The Board will only approve meeting minutes where there is no need for discussion. If there are questions on any consent agenda items, we will pull those items from the consent agenda and approve them at the next meeting of the Board of Trustees or at the committee level.

If there are questions on committee meeting minutes you can also reach out to one of the committee members and discuss before the Board of Trustees meeting. The consent agenda saves the minutes from having to go back to the individual committees to get approved and allows us to post approved minutes more quickly to the website, increasing transparency and visibility. Each committee will submit their minutes for the Board packet for approval at the Board meeting.

Once all minutes have been reviewed and any minutes requiring further clarification or discussion have been removed from the consent agenda, each Member of the Board will vote to approve the entire consent agenda. It is recommended that draft meeting minutes be distributed to committee members within a week of the meeting for review and comment prior to minutes being included in the Board packet for distribution to the full Board.

#### Consent Agenda Items

- Acceptance of Board of Trustees Meeting Minutes - June 24, 2024 Part 1
- Acceptance of Board of Trustees Meeting Minutes - June 24, 2024 Part 2
- Acceptance of Executive Committee Meeting Minutes - August 8, 2024
- Acceptance of Outreach Committee Meeting Minutes - August 12, 2024

- Acceptance of Nom and Gov Committee Meeting Minutes - April 25, 2024
- Acceptance of Nom and Gov Committee Meeting Minutes - June 10, 2024
- Acceptance of Nom and Gov Committee Meeting Minutes - June 13, 2024
- Acceptance of Nom and Gov Committee Meeting Minutes - June 14, 2024
- Acceptance of Finance Committee Meeting Minutes - July 10, 2024
- Acceptance of Finance Committee Meeting Minutes - August 15, 2024

**MOTION** to approve the minutes included in the consent agenda  
(Sally Stuart/Pete Madden)

**In Favor:** Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barb Demarest (remote), Gerard Finn, Jill Fruchter, Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Heather Quaintance, Krissy Smith, Sally Stuart

**Abstained:** None

**Opposed:** None

#### General Manager, Programming, and Events Updates

Tim Bruno led the Board through a Radio Catskill Staff Report. WJFF has a reporter (Nina Burleigh) at the Democratic National Convention; we have many guests lined up to discuss events in the area.

Mimi Bradley reported on fundraising: the Summer fund drive exceeded our goal, although this was achieved several days after the official end to the drive and as a result of a sizable anonymous donation. We ended the fund drive on Friday at midnight with a bang, which is much better than midday Saturday as in the past. Our first planned giving event was held at the new Piccolo Paese, about 40 people attended. (We spearheaded the event and invited other organizations to partner with us.)

There will be a benefit concert by the Xuberg Duo Recital on 8/28 and a pop up music yard sale on 8/31 - 9 to 3 pm. The new owners of the Cohecton Pump House have come to us and we will hold a dance party to benefit Radio Catskill 7-11 also on 8/31. (P.S. This was postponed due to heavy rains and flooding.)

Our Community Awards event is September 12th 5 pm, La Cigogne, Narrowsburg, NY

Tickets are on sale now.

Apple pie Palooza 10/12  
Fall Fund Drive 10/12-25

Music sale at the Liberty Mall 11/30 - moving auction into the music sale/looking for music-related things. Online auction that leads to a silent auction at the sale. Looking for donations to the auction.

Katie suggested having a live auction at future awards dinners. (Would need to have an online component leading up to it.)

Tim Bruno gave the general manager report:

Programming: Adding a show to Friday night

Election coverage: The Knight Foundation has an election hub; We're taking advantage of a voter guide (free). We have submitted the data that they needed for the WJFF listening area. Top level - NY senate, PA senate. NY-19. Drop down menu and info on each candidate which will link to candidates' pages and also our coverage. We include areas we cover and areas that overlap. We're focusing on NY19 PA8 Assembly 100 NY 51 PA 139. We're lining up interviews with all the candidates. Also partnering with River Reporter to focus on issues. Have a meeting weekly to brainstorm how to package the issues that matter to our community, Partner with Spotlight PA. Voter guide rolling out after Labor Day.

One Small Step: There will be at least 10 interviews. We need to recruit more conservative voices. We plan to hold a listening party for One Small Step; perhaps it could be combined into a holiday party. This is a part of the One Small Step initiative and a requirement of the grant.

Treasurer's Report. (Katie)

The station currently has \$240k in cash and \$149k in investments, which represents a 24% increase from 2023 in cash and investment assets.

Expenses have exceeded YTD budget by 1%, but YTD revenue is 7% ahead of budget.

"Who We Are" Page (Pete)

We plan to revamp this page online to showcase the Board Members' areas of experience and expertise; headshot plus bios will be needed for everyone to put online. Pete set a deadline of two to three weeks from this meeting.

2764 NY-52 Building Renovation Update

Following the 2023 sale of the translator, the \$50k in proceeds from the sale were deposited into the capital campaign account, earmarked for the purchase of a transmitter and other technical upgrades as needed. Since then, WJFF has been

awarded a grant from FEMA, which will cover a new generator and transmitter for the station without needing the funds in the capital campaign account.

Tim asked the Board to allocate \$15K from the capital campaign fund to be used in the refurbishment of 2764 NY-52; this is the building adjacent to the station which was a part of the original land donation. As the Delaware Valley Job Corps has donated the labor for this project, these funds would be used to cover the cost of materials required to make the building operational, including flooring. As it stands right now, the space is not really habitable, and these improvements would create a dedicated area for processing donations for music sales, allowing the station to truly use the community room as a gathering place for public events, rather than using it for storage.

**MOTION** to approve the allocation of \$15,000 from the Capital Campaign Fund to use for the refurbishment of the building located at 2764 NY-52. (Katie/Krissy)

**In Favor:** Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barb Demarest (remote), Gerard Finn, Jill Fruchter, Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Heather Quaintance, Krissy Smith, Sally Stuart

**Abstained:** None

**Opposed:** None

#### CAB update (Barb)

The CAB have had four meetings this year. Horizon happy hour was a good event; a number of Board Members came. Surveys were done with attendees. Another Horizon Happy Hour Sept. 11. Music will be by the Cameramen and Mark Partridge. Primarily for feedback from the community and also hearing about the CAB.

#### Public Comment Opportunity

No members of the public present

**MOTION** to adjourn the meeting (Sally/Amy)

**In Favor:** Don Almquist, Jeff Barnes, Amy Brightfield, Katie Childs, Barb Demarest (remote), Gerard Finn, Jill Fruchter, Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Heather Quaintance, Krissy Smith, Sally Stuart

**Abstained:** None

**Opposed:** None

Meeting was adjourned at 7:31.

*Submitted by Amy Brightfield*