



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Strategic Planning Work Group
September 25, 2024 at 6:00pm**

Meeting Location (Online Meeting via Google Meet)

Approved on: 10/17/2024

Board Members Present: Leif Johansen, Jill Fruchter, Ilya Marritz

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: None

A quorum being present, Leif Johansen called the meeting to order at 6:03pm.

Discussion on strengths and areas of improvement from the 2023 Strategic Planning Work Group and reviewed documents created by the workgroup including tracking spreadsheets and the updated and revised 2024-2026 plan.

The committee agreed to align the planning timeline with the calendar/fiscal year to produce clearer reports/results on targets/progress in the plan.

Discussion on timeline for committee goals. Agreed to submit a report and prepare an adjoining presentation on 2024 progress on the current strategic plan in time for the Board of Trustees' December 2024 meeting. Also agreed to spend the 2025 calendar year focusing on developing the 2026-2030 strategic plan, including collaborating with the CAB on data collection from the communities served by Radio Catskill.

Committee discussed how data was collected for the current strategic plan and bias/shortcomings of data gathering methods during COVID.

The committee agreed that future plans need to revolve around audience growth.

Ilya pointed out that we do not engage significantly with the Orthodox communities in our listening area, and it may be worth reaching out and considering how we can better serve and connect with them.

Tim suggested that the next strategic plan could take a different format and could be condensed. He shared WXPB's "Strategic Framework" and the committee agreed that this format could be highly effective in setting a course for the station while maintaining flexibility and nimbleness to adapt to marketplace changes.

Leif will send out a new tracking document for 2024 progress on the current strategic plan in the coming days to work toward the December report.

MOTION to adjourn at 7:00pm (Johansen/Fruchter)

In Favor: All

Abstained:

Opposed:

Submitted by: Leif Johansen