



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
October 1st, 2024 at 5:00pm**

Meeting Location (Online Meeting)

Approved on: 10/17/24

Committee Members Present: Don Almquist, Jeff Barnes, Barb Demarest, Jill Fruchter, Heather Quaintance

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: none

A quorum being present, Heather Quaintance called the meeting to order at 5:03pm

1. Mimi Bradley gave a summary of the success of the Community Awards event from September 12th. The event was oversold, netting about \$10,000, which was greater than the previous year. Further, there was tremendous goodwill raised for the Station, with very positive feelings from the attendance and honorees. There was a discussion of who will be considered for next year's awards (with suggestions of educators, hospitality) and for potential venues.
2. There was a discussion of the upcoming events:
 - Apple Pie Palooza at Catskill Brewery on October 12th with Barb, Jill, and Don volunteering to help run the event.
 - One Small Step Listening Party, as a required element of participation in OSS, tentatively scheduled in the first week of December, preferably 12/7. Venues were being discussed that could accommodate a social mixer, screening, and panel discussion of the participants. Expected attendance is around 50.
 - Music Sale/Auction (November 30th) – The Station is around \$15,000 from the goal for music sales, so well positioned. Mimi asked the committee for help and ideas in getting higher value items/packages for the auction.
3. There was discussion of the upcoming fundraising initiatives:
 - Fall Fund Drive: Soft launch at Apple Pie Palooza, with full launch on October

14th through the 25th. The Station already has \$6,700 toward the goal of \$50,000. Fundraising letters are now being received, emphasizing the Station as a source of election coverage. Mimi asked for help in reaching out to businesses for the Business Challenge as a low-cost way of support for the Station.

4. There was discussion of potential Volunteer appreciation events. Mimi asked the Outreach Committee to take ownership of the Winter appreciation events. Movie nights, trivia nights, karaoke were suggested, as well as reaching out to DJs to play music. This would be revisited on the Committee's next meeting, 11/21/24.
5. Tim led a discussion on the Station's upcoming 35th anniversary in February 2025, with ideas for events and merch. Don is going to reach out to local artists to get designs/proposals for totes or t-shirts.
6. Mimi started a discussion on how the Outreach Committee could best help the station and its employees. Mimi asked about having the Committee assume responsibility for events and have a chair for the events with clear responsibilities. She also asked for more Portfolio Assignments that the Committee could reach out to, within the comfort level of the members in the Committee.

Meeting adjourned at 6:01pm.

Submitted by Donald Almquist