

WJFF Radio Catskill Board of Trustees

Meeting Minutes

November 18, 2024 at 6:00pm

Meeting Location (Online Meeting / WJFF Liberty, 2758 Rt. 52, Liberty, NY)

Approved on: TK

Board Members Present: Don Almquist, Jeff Barnes, Dale Blagrove, Amy Brightfield (remote), Katie Childs, Barb Demarest (remote), Gerard Finn (remote; left the meeting at 6:47), Jill Fruchter, Leif Johansen (remote), Tanya Kalivas (remote), Pete Madden, Ilya Marritz (remote), Heather Quaintance (remote), Krissy Smith, Sally Stuart

Board Members Absent: None

Staff Present: Mimi, Tim

Members of the public present: None

A quorum being present, Sally called the meeting to order at 6:02pm.

General overview: Sally opened with talk of the election and its impact on WJFF grants and funding and what potential changes in CPB funding could mean for WJFF. Right now the One Small Step project is more important than ever and it showcases how WJFF is serving the community and what we're doing as a station to facilitate conversations on all sides and from many viewpoints.

MOTION to approve the Consent Agenda Items: Minutes of the following meetings:
(Amy/Sally)

- 10.17 BOT Meeting Minutes
- 11.1 Executive Committee Meeting Minutes
- 10.31 Ad Hoc Local News Committee Meeting Minutes
- 11.5 Finance Committee Meeting Minutes
- 9.12 Nom and Gov Committee Meeting Minutes

In Favor: All

Abstained: None

Opposed: None

Fundraising/Events/Programming (Tim/Mimi)

Fall Fund Drive: Even though the drive started slow, at the end there was a swell of donations; many came from board members making calls to previous and lapsed donors. Overall we racked up 61 new donors and 17 new sound supporters. This is testament to the fact that people are learning about us and who we are. We received

many first-time donations from people new to the area (those tended to be on the larger side) who said they're excited there's a radio station here and happy to support it. We saw a lot of people who had not given for four or five years coming back to give. Idea from Heather: She followed up on her calls with some donors via text. Tim is putting together a social media tool kit for future fund drives. There are grants available for stations trying innovative strategies in their fund drives so we should keep that in mind.

Music sale: It's happening Saturday November 30th at the Liberty Mall (same location as last year). Volunteers are needed! We need to make \$15,000 to reach our goal. This year we folded our online auction into the music sale. The online part goes live a week before the sale and we end with a silent auction at the sale itself.

Fundraising: We're going to focus on the post-election message about the importance of supporting local radio; this will be reflected in the appeal letter. (Our major donor may reduce support.) We'll need more assistance from the board on calling for donations for year-end appeal.

One Small Step Listening party December 8, 2-4 pm at the Arnold House
Shared sizzle reel from One Small Step that includes the 7 public radio stations across the country.

Holiday Programming: Tim went over special holiday programming and programming changes for 2025 including new time slots for shows. Overall we're moving shows that were being programmed on remote hours to be broadcast in more prominent hours.

Treasurer's Report (Katie)

Overall we have just shy of \$390K in the bank. We have 13% more on hand from the last report, 37% more than we did as of October 31st last year. We're 7% ahead of budget from where we budgeted we'd be on October 31. st

There is a special finance committee meeting open to everyone on December 9th so we can ask any questions regarding the proposed 2025 budget. At the December 16th board meeting, the budget will be presented to the BOT for a vote.

Bylaws changes (Pete)

An overview of the proposed changes:

- Changing the location of the station from Jeffersonville to Liberty.
- Removing the language around mandating that certain BOT members are elected by volunteers.

-Moving outreach committee to being a committee of the board from being an advisory committee.

-Removing language stating that there's a facilities committee which no longer exists. The facilities committee used to entail overseeing grounds upkeep; Katie asked what does this really consist of? Could facilities refer to maintaining the station's equipment. It was determined that this doesn't need to be in the bylaws.

Our bylaws require us to share changes then "cure" for a month before we vote on them. The proposed changes to bylaws will go up on the website and we will vote on them at our next meeting.

Committee updates

1. *Outreach committee* Heather is stepping down as chair of the outreach committee; the new chair will be elected this week.
2. *CAB* was planning on a call on Nov 21st but Barb thinks it's being postponed.
3. *Audit committee* Dale will be scheduling a meeting to hire the audit firm.
4. *Strategic plan committee* has a couple of meetings on the calendar for this year. Leif might schedule more meetings re: strategizing what to do post election.
5. *Nom and gov: (Pete)* Everyone is going to get a link to the board self-assessment survey in the coming weeks; this is considered a best practice.
For the "Who We Are" page on the website, Pete sent around the first draft of everyone's bios. Everyone should take a look and make sure you're happy with it. This page is a requirement for one of the grant proposals and can help with overall fundraising so donors can see the strength of the BOT.

Articles about how public radio can step into filling news gaps: (Ilya)

America's news and journalism infrastructure is beleaguered but we do have the network of NPR stations. Serving as a source for news and information that is happening now is a key opportunity for WJFF. This might be harder with the cuts we anticipate facing with the new presidential administration. One Small Step is a program that showcases our strength as a local radio station; how might we want to keep the spirit of that or the format once that grant is over.

Tim spoke to our lawyer in DC regarding how the new presidential administration might impact our station. CPB funding is 2 years forward funded so if things are going to change they're not going to happen tomorrow. There are many House and Senate members who are strong supporters of public media. We can expect calls for us to reach out to Congress in support of public media

MOTION to adjourn at 7:17 pm (Katie/Sally)

All In Favor

Abstained: None

Opposed: None

Submitted by Amy Brightfield