



**WJFF Radio Catskill Board of Trustees  
Meeting Minutes of the Outreach Committee  
November 21st, 2024 at 5:00pm**

Meeting Location (Online Meeting)

*Approved on: 12/16/24*

**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

**MOTION** to elect Jill Fruchter as chair of the Outreach Committee  
(Fruchter/Quaintance)

**In Favor:** Don Almquist, Barb Demarest, Jill Fruchter, Heather Quaintance

**Abstained:** none

**Opposed:** none

Mimi guided a conversation reviewing the goals, objectives, and actions in the Strategic Plan for the Outreach Committee and of appropriateness of the By-laws

Jill presented her vision for how the Outreach Committee can best focus their efforts to realize the Strategic Plan while maintaining our ongoing support priorities. Suggested priorities included: 1) Community engagement is both physical (Events) and digital (via Socials) so one of our goals can be to increase followers on Socials; Next steps: Reach out to friends and board members who are Social savvy for input and advice; 2) Use community-centered engagement practices to help grow audiences identified in Strategic Plan (communities of color, younger audiences, new residents, and the Ellenville/209 corridor); Next steps: Jill to share spreadsheet to crowdsource community contacts; Jill meeting with Common Good bookshop owner in Ellenville who has expressed interest in supporting Radio Catskill 3) Streamline key messages and calls to

action for new audiences to use in new Outreach materials; Next steps: Create music focused rack card for Music Sale

Jeff joined the meeting at 5:15pm

There was a thorough discussion among the committee about social media. Heather mentioned that we should try to tag more people in our posts and proposed an idea of some sort of raffle that you must, for example, follow the station, share the post, or tag friends in order to be entered into the raffle. Don brought up his experience with social media and that YouTube shorts, Instagram reels, and Facebook stories and the like seems to get considerably more engagement and can drive more traffic to the station. The committee did express a concern to not add undue work for the staff.

Jeff left the meeting at 5:30pm

Due to a scheduling conflict for Jill, the Outreach Committee meetings are going to be moved to Tuesdays going forward. A tentative meeting was set for January 7<sup>th</sup>.

Mimi talked about the upcoming Music sale and auction and the need for volunteers to help with setting up and cleanup. There was more discussion on how to get the attendance into more engagement, suggestions of having a QR code to link to the stations' socials while people are waiting in line or checking out, perhaps with a call of action or raffle. Mimi mentioned that we could use passes to the Peace, Love, and Lights at Bethel Woods. There was talk of making rack card sized handouts of the schedule which Jill said she could draft.

Mimi updated the committee on the One Small Step listening party. Barb brought up that we are still recruiting participants for the remaining conversations, and we could solicit for them during the party.

There was a discussion of the upcoming Volunteer Appreciation Events with the Outreach Committee taking the lead on setting up these events. Mimi shared that attendance of 30-35 people would be considered a success. Barb suggested an open mic or DJ event that our volunteers who are musicians/DJs could participate in. Heather mentioned a DJ set at Sunshine Colony. Jill offered to talk with Krissy about the movie night event. Mimi shared feedback from last Winter's events: 1) Having a selection of events to choose from was appreciated, and 2) Having events in different locations was helpful. Don is going to talk to the owners of various venues (Upward Brewing, Sunshine Colony, Van Smokey) to see if they would be amenable to having an open mic or DJ event at their establishments, then would work on lining up volunteers to perform. Don will also talk to Ray, who ran the trivia night last year, to see if he would

want to do it again and could suggest another location. Mimi suggested having everything decided by early January so we can start sharing plans with Sound Supporters and Volunteers. The committee scheduled the next meeting for December 17th at 5pm to review progress.

Mimi brought up a new idea for a fundraiser to celebrate the Stations' 35<sup>th</sup> anniversary based on a successful series of events called the Night of 1000 parties. The idea is that a small group of donors or volunteers from different parts of the county could each host a party at their house on the same night and they would invite their friends and colleagues, with a minimum \$35 donation for entry, and someone from the station could talk at the party. It would be the hosts responsibility to cover costs of food and drink, so would not create an expense for the station. The committee is going to consider this concept and discuss more at the next meeting.

The committee tentatively scheduled the next meeting for December 17<sup>th</sup> at 5pm.

**MOTION** to adjourn at 6:15pm (Fruchter/Quaintance)

**In Favor:** Don Almquist, Barb Demarest, Jill Fruchter, Heather Quaintance

**Abstained:** none

**Opposed:** none

Submitted by Donald Almquist