



WJFF Radio Catskill Executive Committee

Meeting Minutes

November 1, 2024 at 12pm

Meeting Location (Online Meeting)

Approved on: 11/18/2024

Committee meeting members present: Amy Brightfield, Katie Childs, Pete Madden, Leif Johansen, Sally Stuart
Staff present: Tim Bruno, Mimi Bradley
Members of the public present: None

Sally called the meeting to order at 12:02

Approval of Minutes: (Amy, Sally)

MOTION to approve minutes of the 10/3 and 10/11 Executive Committee Minutes (Sally Stuart / Amy Brightfield)

In Favor: All

Abstained: None

Opposed: None

Fall Fund Drive wrap-up and other fundraising: (Mimi, Tim)

After a sluggish start, it was a success and we made our goal! We were consistent with messaging, strategic with pitching. Many donations came in via calls to lapsed donors. We're still getting money through the mail. Perhaps the start of the drive was sluggish because we were coming off a holiday weekend. Overall public radio stations across the country are having trouble meeting their fundraising goals so we did great!

Now we're pivoting to focus on music sale. The online auction starts November 13 and it will serve as promotion for the in person music sale. The year-end fundraising letter will go out the Monday before Thanksgiving.

Finance update: (Katie)

2025 Budget planning is underway. The budget has been created and it has been submitted to the finance committee for review. There will be a few budget updates at the board meeting 11.18.

Tim asked if there's any room in the budget to increase the hours for the multimedia reporter to 30 hours. (We are comparing the salary rates for employees in public media in NY State.) We can pay someone in this position an hourly rate.

Who We Are web page (Pete)

Bios and headshots are done; Pete will send around for board members to review theirs. (Still waiting on Dale.)

Bylaws (Pete, Mimi)

There will be suggested changes to bylaws coming up. No large changes; one small tweak outlining the purview of the outreach committee will add to bylaw fixes ahead of next BOT meeting so we can approve.

We also talked about board members making a meaningful contribution language in the bylaws and what does this mean regarding time and funds. There was a board challenge match for this fund drive; perhaps we have a board match for each fund drive. Mimi would love to move to a space where there is a requirement from each board member to give a certain amount yearly; \$300 was suggested.

There is a facilities committee in the bylaws but is this outdated; no one is on it – do we need it; do we take it out. It was agreed that this isn't needed as a committee of the board.

New member recruitment (Pete, Leif)

The board interest form is up on the website. So far we have one person interested; a journalist. The board self-assessment form is being finalized and will be sent out to all board members. Everyone needs to complete it by the end of the year (2024).

Public comment in last board meeting

A member of the public raised concerns over NPR's coverage of the War in Gaza and thinks that the NPR coverage is slanted towards Israel and felt strongly that we should use other sources or drop NPR coverage. Tim pointed him to the diversity of things we carry including BBC and Democracy Now! And encourage him to contact NPR's public editor.

Committee updates

The chair of the outreach committee is going to change from Heather to Jill. Sally will meet with Jill after the presidential election. The outreach committee is working on brainstorming winter events for the volunteers.

One Small Step listening party

Sunday, Dec. 8 at The Arnold House. Most likely the One Small Step representative from NYC will be there. Let's invite all the major donors and our sound supporters.

Budget

There will be a finance committee meeting Dec. 9 that the entire board is invited to attend to review the budget ahead of it being submitted to the board for approval at the December board meeting. The Executive Committee will review the budget on 12/6 but the draft budget can be shared earlier to allow board members time to review prior to the 9th.

MOTION to adjourn 1pm. (Sally/Amy)

All in favor

Abstained: None

Opposed: None