



**WJFF Radio Catskill Board of Trustees  
Meeting Minutes of the Outreach Committee  
January 7th, 2025 at 5:30pm**

Meeting Location (Online Meeting)

*Approved: 2/6/2025*

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

**Staff Present:** Tim Bruno

**Members of the Public Present:** none

A quorum being present, Jill Fruchter called the meeting to order at 5:33pm

There was a discussion of the upcoming Winter Volunteer Appreciation events.

- Movie screening at Callicoon Theater on Sunday, January 12<sup>th</sup>. - There seems to be great interest in the event. Jill will be onsite and coordinate with Krissy.
- Trivia Night at Upward Brewery – Don has been in contact with David Walton and is working out a date for the event in February.
- Board Games at Seminary Hill – Barb has been working things out with Stacey and have a tentative date of March 13<sup>th</sup>.
- Mimi offered to check with our DJs to see if they are playing out soon and if we could work another event around that.

Jill updated the committee on the Community Outreach Progress Report. Jill has created a spreadsheet of community partners and influencers to increase our exposure and engagement and to have better connection. She is reaching out to the contacts and will share the spreadsheet with the rest of the committee to get their input.

There was a discussion of the Chronogram Magazine Reader Choice Awards and what we could do to position ourselves and if the value it might give us in return for the amount of work that would be entailed in promoting the voting would be worthwhile. Tim will get Radio Catskill on the nominating list, and that seems it will in itself give us exposure with minimal effort.

Review/updates of Future (next 6 months) Priorities:

- Social Media Toolkit – The goal of the toolkit will be to make it easier for board members to effectively use social media in promoting the Station and upcoming events, fundraisers and will give a common language (e.g. how to refer to ourselves, what to say, and how to say it) and easier ways to share on socials. Heather is going to investigate this with a Spring target.
- 35<sup>th</sup> Anniversary host parties and merch. Mimi would like the Committee work on a list of potential hosts for the next meeting, with the fundraising parties taking place over the Summer. Don is going to reach out to artists for merch.
- Champion fundraising with Board (portfolio development) - Jill plans to meet with Mimi to learn more about what is expected. Based on above, Jill plans to reach out to Board members, individually, to conduct some scrappy research about any concerns or hesitations Board members have around this effort that could be addressed ahead of time.

Meeting adjourned at 6:09 pm

Submitted by Donald Almquist