



WJFF Radio Catskill Board of Trustees

Meeting Minutes of the Strategic Planning Work Group

January 29, 2025 at 6:00pm

Meeting Location: Online Meeting via Google Meet

Approved: 3/10/2025

Board Members Present: Leif Johansen, Jill Fruchter, Ilya Marritz, Sally Stuart

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: None

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

Group spoke briefly about CPB funding and discussed some quick numbers that the treasurer sent over to help understand the extent to which the station relies on CPB funding and the length of time the station could theoretically operate without it if it were to ever come into question under the new federal administration.

Presentation from Mimi and discussion on Radio Catskill donor geography. Considered importance of focusing on growing presence in Ulster County and attracting new donors and contacting lapsed donors - if only to gather better information from them.

Work group reviewed community survey and suggested minor edits, but otherwise agreed that it is ready to go. Jill offered to make the edits by the end of the week.

Jill indicated that there is a relatively concrete survey distribution plan, and the group briefly discussed the survey timeline.

Group discussed gaining board input for the next strategic plan at the board meeting on March 10, and Sally recommended putting together a SWOT analysis. The tentative plan is to circulate the old strategic plan and 2021 SWOT analysis, have some prompts, brainstorm ideas, put ideas up on a board, and ask board members to vote on them to help gauge board priorities in the data collection process.

MOTION to adjourn at 7:00pm (Johansen/Stuart)

In Favor: All

Abstained:

Opposed:

Submitted by: Leif Johansen