



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Strategic Planning Work Group
February 26, 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

Members of the Public Present: None

A quorum being present, Leif Johansen called the meeting to order at 6:04pm.

The entirety of this meeting was dedicated to discussing plans for the March 10th Radio Catskill Board of Trustees Meeting. Meeting will be mostly dedicated to brainstorming priorities for the next strategic plan and discussing station finances and fundraising.

Sally and Tim brought up that time should be dedicated to more granular fundraising discussions facilitated by Mimi at the upcoming board meeting, with the board breaking into three small groups to discuss specific topics.

Discussion on how best to collect input from the board for the new strategic plan.

Decided to conduct SWOT analysis with a series of guiding questions in mind:

- a. Who is a Radio Catskill listener in 2030? What characteristics do they have?
How is this different and/or the same from a listener in 2025?
- b. How do Radio Catskill's listeners engage with the station in 2030, and how does Radio Catskill engage with them? How is this different/the same from 2025?
- c. What is the added value that Radio Catskill brings to its community, and what attracts its audience and keeps them engaged?
- d. What is Radio Catskill's distinct/unique offering as a content shop?
- e. What are Radio Catskill's revenue sources in 2030? How might this look different than 2025?

Each activity will be timed during this meeting to ensure that there is enough time for each one. Leif and Jill will assign roles related to managing this meeting's activities. For the SWOT activity, the board will divide into several groups and complete sticky notes for each of SWOT's four areas, and a spokesperson from each group will share out their group's ideas after an allotted period of time, and all sticky notes will go up on a board with four quadrants to visualize trends in identified strengths, weaknesses, opportunities, and threats to the station.

Jill and Leif will develop a tighter outline and assign roles in the coming days, and Tim will send Jill and Leif some language to help contextualize the conversation.

MOTION to adjourn at 6:53pm (Johansen/Stuart)

In Favor: All

Abstained:

Opposed:

Submitted by: Leif Johansen