

WJFF Radio Catskill Board of Trustees Meeting Minutes of the Executive Committee

February 28, 2025 at 12pm

Meeting Location: Online Meeting via Google Meet

Board Members Present: Amy Brightfield, Katie Childs, Peter Madden, Leif Johansen, Sally Stuart

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: Sonja Hedlund

Approved on: 5/5/2025

A quorum being present, Sally Stuart called the meeting to order at 12:03.

Updates from Sally:

Sally welcomed Sonja Hedlund as a member of the public to the meeting.

Heather Quaintance is stepping down from the board as she has moved away from the area.

As we will spend most of our time at the upcoming board meeting on strategy, we will limit normal business to 15 mins or less.

Updates from Tim:

Our new hire Kimberly Izar starts on Monday.

Tim wrote to Josh Riley and to the president asking to keep CPB funding for public radio secure through Protect My Public Media campaign.

Nom and gov update (Pete)

The top of nom and gov's agenda at the next meeting is going to be recruiting new members. With Heather Quaintance leaving and Sally termed out we have two seats to fill. We have one application so far. Katie says she knows two good candidates who may be interested. The Board Member interest form is circulating.

Finance update (Katie)

Still waiting on the 2024 year-end report from the Wayne County Community Fund. It's been delayed. However, this is a very small line item. Katie will be sending out a 2025 worst-case scenario planning document. We have good cash reserves. The finance committee is starting preliminary budget planning for 2026 in areas where we know expenses are going to increase, like payroll.

Strategizing re: federal funding

1. CPB funding is 25% of our budget and we might not be reimbursed for the transmitter.
2. There's a list of dos and don'ts for fundraising from NPR. We still really don't know what's going to happen regarding federal funding and right now we should be encouraging people to participate in national days of action to protect public media funding; sending notes to your congresspeople and representatives and tapping donors. March 14th deadline for budget resolution.
3. We need to Increase private support for WJFF by broadcasting the top-notch news and info programming, providing a critical service to the community and expanding our listener base.

March 10th board meeting plans

This will be an all in-person meeting at The Arnold House. WJFF staff will be joining. We'll spend about 45 minutes after the consent agenda and voting on the bylaws changes doing the following:

- *A SWOT analysis.* We'll break out into small groups to do the SWOT analysis then come back together to share each groups' discussions and pinpoint trends.
- *Fund-raising brainstorm.* How can we cultivate new donors and private donors to make up for funds we might lose. We're acting out of caution to begin the worst case scenario work, but we need to do it anyway because we're adding staff. We need to be poised and ready since we don't know what will happen.

Spring Fund Drive

Sign up to help with the spring fund drive, which is March 31 to April 11.

MOTION to adjourn at 12:52 (Katie/Sally)