

WJFF Radio Catskill Board of Trustees Meeting Minutes, Executive Committee

April 22nd, 2025 at 12 noon

Meeting Location (Online Meeting)

Committee Members Present: Amy Brightfield, Katie Childs, Pete Madden, Leif Johansen, Sally Stuart

Committee Members Absent: None

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: Sonja Hedlund

Approved: 6/23/2025

A quorum being present, Sally called the meeting to order at 12:02

Brief opening updates: (Sally) Personnel is moving forward on Tim's performance evaluation. WJFF is up for best radio station in the Chronogram Best Of Awards. We should vote early and often! How are we going to respond when the rescission order drops; we want to mobilize everyone in support of CPB funding.

Comment from the Public: (Sonya) Kudos for the wonderful news coverage that's been on the air.

Sonya suggested more actively alerting the volunteers to the board meetings. She also suggested that we open the station to the public on weekends so we can have more events on weekends. (We do this frequently in the summer months.)

Fund Drive update (Tim & Mimi)

We made our goal! The first week was gangbusters; the second week was silent until the very end. There were lower gift amounts on average, but we did see new donors and sound supporters. Another positive: People who haven't donated for several years have been coming back. (You can feel that there is tension and uncertainty around the markets.) Overall feedback was good that the coverage of the fund drive on air was positive and fun. Sally's note about the impending potential clawback of public media funds was incredibly effective, inspiring a lot of donations.

More grant news: WJFF has been awarded a grant of \$3,000 from the American Press Institute. It involves working with local influencers to increase the visibility and audience

of WJFF. We're waiting to hear back about our application for Institute for Non-profit News membership.

Nom and Gov: (Pete) We have three candidates for three spots that are opening up on the board: Liz Williams, Matt Goldman, and Brett Hogancamp. The candidates have already come by the station to meet Mimi and Tim. Pete will organize zoom interviews with the candidates and invite the full board.

Finance (Katie) We now have the final 2024 financials and can officially do a financial report for the BOT. There's a meeting on Thursday to review 2024 finances and Q1. There are a couple of non-budgeted expenses to consider, e.g. a quote for security cameras.

Does it make sense for us to pay to install the transmitter knowing that we would likely not receive reimbursement from FEMA? Could we appeal to the Sullivan County government for any funds they may have available? We should look for other avenues of funding to prepare for the possibility of the federal grants to be rescinded.

Katie is updating a projection of how things would look financially for the station in the worst case scenario. We should keep tabs on what other public media and public radio organizations are doing to advocate and write letters to our local representatives.

Strategic Plan (Leif) We had a great in-person board brainstorm meeting in March! We have a thorough SWOT analysis and the strategic plan committee will prep next steps.

2024 Audit (Sally) The station audit is complete and needs to be approved before May 31st by the board. At the next board meeting a representative from the company who audited us will present and then we will vote.

Meeting adjourned at 12:58.

Submitted by Amy Brightfield