



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
June 24th, 2025 at 5:00pm**

Meeting Location (Online Meeting)

Approved: 8/11/2025

Committee Members Present: Don Almquist, Barb Demarest, Jill Fruchter

Staff Present: Tim Bruno, Mimi Bradley, Zoe Berger (intern)

Members of the Public Present: none

A quorum being present, Jill Fruchter called the meeting to order at 5:02pm

Mimi led the meeting by introducing Zoe Berger, the new station intern, who will be focusing on community outreach, fundraising, and marketing projects for the summer. Zoe is an incoming Senor at Bennington College. She will be scheduling the Tiny Porch concert, community check-ins during fund drives and helping Patricio with TikTok and various administrative tasks.

Mimi updated the committee on the API Influencer Grant. There are two influencers/trusted managers that we have been working with to help get the word out about the station and increase our audience: Noah Kalina, who will be doing two video projects for the station, and Michael Kauffman from Catskill Crew, who will be doing a post in his newsletter (with 25k subscribers) about why Radio Catskill is essential to the region.

There was a discussion of the upcoming events/tabling/fundraising opportunities and a call for volunteers:

- July 12th: *Tiny Porch Concert*
- July 13th: *Blue Fox Motel Pool Party*
- Callicoon County Fair: *July 26th, 10-5*
- Borscht Belt Festival: *July 26-27*

- Riverfest: July 27th, 10-4
- August tbd: *Catskills Brewery Fundraiser*
- September 13th: *Lew Beach Community House Fundraiser*

The 35th anniversary T-shirt designs will be printed shortly and there is also a new 'baseball' style t-shirt, which has been selling very well.

There was a full discussion of the upcoming Community Awards with the proposed theme of "Women Leaders". The committee first discussed what the theme's criteria embodied and then made numerous suggestions of potential honorees and venues.

Mimi shared the winning design for the anniversary T-shirt and mentioned that some of the runner-up designs will be used in future promotional material.

Meeting adjourned at 5:53pm

Submitted by Donald Almquist