



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Executive Committee
July 31st, 2025 at noon**

Meeting Location (Online Meeting)

Approved on: 8/11/2025

Committee Members Present: Don Almquist, Amy Brightfield, Katie Childs, Jill Fruchter, Leif Johansen, Pete Madden

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: none

A quorum being present, Pete Madden called the meeting to order at 12:03pm

Pete opened the meeting by thanking everyone for their energy and enthusiasm in support of Radio Catskill which has been very encouraging, despite the bleak news of the Recission order.

Tim and Mimi updated the Executive Committee on the results of the summer fund drive: the fund drive met its goal, and staff immediately launched into a campaign to offset federal funding losses. There were ~100 new donors, which is around three times what it usually is and there were 39 new or increased Sound Supporters, around double the expected number. The messaging has been adjusted to Defunded Not Defeated.

Mimi discussed the upcoming events: August 31st at Catskill Brewery that Kassie Carlson is helping us organize; August 24th, Neil Youngs' Love Earth where Jason Dole will be there with Ramsay Adams of Catskill Mountainkeeper; Mini golf at Putt Putt Van Winkle in Bovina; the music sale at the Station on August 30th; a dinner at Threshold in Livingston Manor on Sept 9th. She discussed how these can all work for increased fund-raising opportunities and a targeted pyramid approach we will be taking in its cultivation. Tim said we have been receiving an outpouring of support and everyone wants to help.

Katie commented on how much work this was and asked Tim and Mimi what the board can do to help support all these efforts. Mimi indicated that calls to donors are much needed, cultivating new donors, supporting events, making bigger asks and broadening our base.

Katie emphasized that this is the time to build up as much of a life preserver as possible, as we are going to be living through this lack of funding for at least the next 3 budget cycles.

Tim said that they spoke with their contact at the CPB that is administering the FEMA grant and they indicated that the reimbursement funds are available, but if we move forward with our projects, we are taking it on at our own risk to receive the funds. Further, the funding for the grant ends on September 30th, so we need to make decisions a priority to get it done in time. The transmitter installation will be around \$17,000, and the generator \$27,000. There was a lengthy discussion; it will be revisited at the full board meeting.

Katie updated the committee on the Finance Committees priority to reduce the deficit for this year, projected to be over \$100,000, Tim and Mimi did an excellent job on working out savings and increased revenue which brought the deficit, significantly reduced the projected deficit, but will require difficult decisions to be voted on at the next full board meeting.

Katie indicated that there will be a secondary Finance Committee meeting next week to address the remaining deficit and outline the 2026 budget with our focus on preserving local news and culture for the community.

Tim reiterated to the committee that we still need to make our October fund drive and year end appeal goals, but the number of new donors is very encouraging.

Katie updated the committee on the Insurance plan through Justworks (HR services platform available at a discounted rate via INN membership); we are still looking at conditional places to get comparable plans. Looking to reduce expenses. She has a call coming up and Jeff Barnes is looking at the NY Health Care exchange to compare rates. The Personnel committee is creating an updated policy on coverage to vote on to approve at the next board meeting.

Jill updated the committee on the community survey. The response rate is just under 300 with 40 non-listeners. It will be up through August 15th. She asked the committee to do anything to get the response higher to the goal of 750 and that this can be used

for an opportunity for engagement with the community partners list we developed earlier. Jill is working on how to make us more present at farmer's markets, as well.

MOTION to enter a closed Executive Session to discuss a confidential financial matter at 12:48pm (Madden/Childs)

In Favor: Don Almquist, Amy Brightfield, Katie Childs, Jill Fruchter, Leif Johansen, Pete Madden

MOTION to exit a closed Executive Session to discuss a confidential financial matter at 12:56pm (Madden/Childs)

In Favor: Don Almquist, Amy Brightfield, Katie Childs, Jill Fruchter, Leif Johansen, Pete Madden

Meeting adjourned at 12:59pm

Submitted by Donald Almquist