

Radio Catskill Outreach Committee

Meeting Notes - August 18, 2025

Approved on: 9/29/25

Attending

- Trustees: Elizabeth Williams, Jill Fructer, Barb Demarest, Matthew Goodman, Jeff Barnes
- Staff: Mimi Bradley, Tim Bruno

Meeting was called to order at 6:02pm

FEMA Grant Issue Mimi Bradley shared that they had an issue with a FEMA grant, receiving a vague email about closing shop, but believed it was resolved.

Upcoming Events Discussion Mimi Bradley detailed several upcoming events, including "Pints for Public Radio" at Catskill Brewery on August 31st, a low-effort event where a portion of beer sales will benefit the station. They also discussed "Putt Putt for Public Radio" on August 29th, an awareness event at a mini-golf course in Bovina, and the Music Yard Sale at the station on August 30th, for which they requested volunteer assistance. Barbara Demarest and Matthew Goldman offered to help at the Music Yard Sale.

Threshold Dinner and Lew Beach Community House Fundraiser Mimi Bradley provided an update on the sold-out Threshold dinner on September 9th, an event for high-level donors designed to cultivate relationships and secure donations. Mimi Bradley also discussed the Lew Beach Community House fundraiser, which is still uncertain.

Double Your Donation Event and Private Dinners Mimi Bradley announced a new "double your donation event" on October 12th at the Arnold House, which will be open to all and aims to bring in additional money before the fall fund drive. They also mentioned the Jim Lomax, Jeff Allison private dinner, which will be held in October or November at Black Walnut, targeting high-potential donors with whom Jim and Jeff have strong relationships.

Other Events and Merch Sales Tim Bruno shared the dates for the fall fund drive (October 13-24) and announced that Apple Pipe Palooza would move to November 1st at Catskill Brewery. Mimi Bradley and Tim Bruno also discussed the success of their 35th-anniversary t-shirts and the decision to pause ordering new merchandise as a cost-saving measure, with plans to reorder new designs after the year-end.

Volunteer Appreciation and All-Hands Meeting Mimi Bradley encouraged thinking about volunteer appreciation events for next year, suggesting trivia nights, drinks at the Arnold House,

or movie nights at the Callicoon Theater. Tim Bruno outlined the upcoming virtual all-hands meeting, explaining its purpose is to inform the volunteer community about the station's response to defunding, including cost-cutting measures and the closing of the Honesdale studio, while also providing an opportunity for Q&A. Barbara Demarest suggested using the all-hands meeting to solicit ideas for future volunteer events

Farmers Market Outreach Campaign Jill Fruchter introduced the idea of an outreach campaign at farmers markets this fall to engage volunteers and raise awareness, suggesting locations such as Wayne County, Livingston Manor, Callicoon, and Barryville. Tim Bruno and Barbara Demarest provided insights from past experiences at farmers markets, emphasizing the importance of volunteer presence, engaging activities, and the potential for protest donations. The team also discussed selling limited merchandise, such as hats, at these events, as visitors from out of town appreciate branded tokens.

Interactive Farmers Market Engagement Ideas Elizabeth H. Williams suggested interactive activities like coloring pages or a xylophone to attract children, thereby engaging parents. Matthew Goldman proposed a Jeopardy-style board with public radio trivia, offering small prizes like candy or stickers. Barbara Demarest suggested a corkboard where people could pin what they would miss most about public radio if it were gone, fostering community engagement. Jeff B suggested leveraging the station's core strengths like local journalism and news coverage, while Barbara Demarest and Jeff B also proposed engaging visitors with interviews about their interests or favorite music genres.

Volunteer Management Mimi Bradley noted an increase in the number and quality of volunteer applications, with some volunteers offering specialized skills.

Community Survey Results Jill Fruchter shared the positive results of the recent survey, with 655 responses, including 572 listeners, and highlighted the good numbers for newer listeners (0-5 years) to create a segment for analysis. Jill Fruchter explained that the survey's purpose was to gather community feedback for strategic planning, and they borrowed questions from vetted sources like the Institute for Nonprofit News.

Meeting adjourned at 6:43