



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Executive Committee
September 17th, 2025 at noon**

Meeting Location (Online Meeting)

Approved on: 9/29/25

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

Tim and Mimi gave the committee some Station updates:

The transmitter installation should be finished this week. They had a site survey yesterday in Honesdale with the Cooperage Project who have been very cooperative. We should have the studio space decommissioned by October 3rd-4th. The generator has been installed, and we are having the permits amended to have everything in order. Donations have continued to come in. The event at Lew Beach was successful and may become a recurrent event. There are a number of upcoming events: October 12th has the Double Your Donation event at the Arnold House from 2pm-5pm, then the band Basic Bitches will have a show with some other bands at New Memories in Parksville as a fundraiser. The Fall Fund Drive is coming up from October 13th-24th. There is a live on-air music event on Saturday of the fund drive, as well. Katie will get messaging together for the board for a fund drive donation match. The dinner at Threshold was very successful and much appreciated. Tim heard from the CPB and they will have a final distribution of their remaining funds with an amount TBD. The two FEMA reimbursements have been paid out and are in our accounts.

Katie gave finance committee updates. She just received updated financials. If we reach all our fundraising goals as originally budgeted, we will be able to make it through the year without deficit. Katie expressed her gratitude to Tim and Mimi for all of their

tireless hard work, how lucky we are to have them, and how we, as a board are dedicated to supporting them.

For 2026 budget planning, we are starting early and are going to have two proposals, one that uses the Liberty station operations exclusively and one that looks at additional options for expanded reach and what that would mean for revenue and expenses.

We have selected our insurance and provider. Jeff Barnes will be following up will be. The finance committee has increased the contribution from \$850.75/employee per month to \$900. We are waiting on some show hosts to sign to proceed with libel insurance, which should be wrapped up shortly. We may need to requote due to the time that has elapsed from the original quote.

Jill provided updates from the Outreach committee, she is working on writing up the findings from the Listener Survey, which she will be delivering to the full board at the next meeting. Jill has been looking into trends for public radio stations around the county and through Pew research to see ways we can grow. The programming and service to the community that the station provides among regular listeners is so valued and appreciated and the survey reflects that, so she is emphasizing her focus on non-listeners or occasional listeners, with those recommendations to guide strategic planning.

Tim suggested that we have dates/timelines for the benchmarks in the strategic plan, looking forward to 2027 and beyond. Katie reminded the committee of the \$50,000 funding gap that is not reflected in the current strategic plan. Jill said that one of the top themes from the survey of what people wanted from the station was the financial stability of the Station.

Pete wanted to check on the partnerships (INN, RNN, Sunlight) and asked Tim/Mimi if there is anything the board could do to help. Mimi is currently working on a report for Press Forward. Mimi spoke to our contact at API and they absolutely loved what we did with the grant. We will be going to the CFOS gala dinner on October 22nd. Mimi also said there was another event on the 25th of a screening of Good Night and Good Luck at the DVAA film festival.

Meeting adjourned at 12:56pm

Submitted by Donald Almquist

