



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
September 22nd, 2025 at 6:00pm**

Meeting Location (Online Meeting)

Approved on: 9/29/25

Committee Members Present: Don Almquist, Jeff Barnes, Barb Demarest, Jill Fruchter, Matthew Goldman, Elizabeth Hope Williams

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: none

A quorum being present, Jill Fruchter called the meeting to order at 6:02pm

Upcoming Events and Volunteer Needs Mimi Bradley provided a comprehensive update on upcoming events, including a screening for Radio Catskill, Catskill Talks at the Big Eddie Film Festival, and Logging Days, noting specific volunteer needs for tabling at the latter. She also highlighted the "Double Your Donation Party" at the Arnold House and a benefit show by The Basic Bitches at New Memories, emphasizing the need for attendees at the donation party to ensure a full room for a major donor.

Fall Fund Drive and Apple Pie Palooza Mimi Bradley reminded the team about the upcoming fall fund drive and mentioned sending out an email for sign-ups to help. She announced live music on air on October 18th and requested suggestions for bands or solo artists, in addition to calling for volunteers for the Apple Pie Palooza on November 1st at Catskill Brewery, which will also feature a baking contest.

Black Walnut Dinner and Big Music Sale Mimi Bradley shared details about a private dinner at Black Walnut on November 6th, hosted by Jim Lomax and Jeff Allison as a thank-you for significant donors, with some board member seats likely available. She concluded the event updates by requesting help leading up to and on the day of the big music sale on November 29th.

Outreach Materials and Interactive Components Jill Fruchter discussed the need for new outreach materials for independent tabling events, especially with a new graphic designer volunteer available. She inquired about creating interactive components like coloring pages with a potential Mad Libs activity on the reverse side, and Elizabeth H. Williams expressed interest in collaborating on these ideas, suggesting a family-engaging approach rather than a contest.

Kids' Art Engagement and Potential for Resale Elizabeth H. Williams proposed an art contest where kids submit artwork about their appreciation for WJFF, suggesting that winning entries could be compiled into a book for memorabilia and potential resale. Barb and Tim Bruno supported the idea of reusing these images on social media and other channels, with Jill Fruchter noting that it would foster a sense of belonging among the community.

Children's Activities at Double Your Donation Event Mimi Bradley confirmed that the "Double Your Donation" event would include children's activities and agreed that the interactive coloring page and Mad Libs could serve as a centerpiece. She also confirmed that the necessary supplies, such as crayons and markers, could be procured once the activity details were finalized.

Engagement in Ellenville and COFFE Initiative Matthew Goldman presented an initiative to engage the Ellenville community through a group called "COFFE" (Citizens of Forward-Facing Ellenville), which aims to bridge divides between long-standing and new residents. He highlighted the potential for partnership to offer support and coverage, as Ellenville residents currently have low listenership of Radio Catskill, partly due to signal issues.

Listening Stations and Content Curation Matthew Goldman proposed the concept of "listening stations" at local businesses like coffee shops or libraries, featuring refurbished tablets pre-loaded with curated Radio Catskill programming. He plans to test this idea at a local library first and will coordinate with Tim Bruno and Ronald regarding content selection and technical implementation to feature a "pu pu platter of the best of" recent content.

New Event and Fundraising Opportunities Mimi Bradley expressed enthusiasm for an event in Ellenville, especially after the successful Putt Putt in Bovina, noting that free beer could attract attendees. Matthew Goldman also shared news about the Borscht Belt Film Fest, where Radio Catskill is a media sponsor, and a book talk and signing

event with Judy Gold at his bookstore on Halloween, where he would like to have a Radio Catskill table.

Bowling Alley Fundraiser and Winter Outreach Jill Fruchter introduced a new potential venue in Callicoon—a refurbished bowling alley with various amenities—for a fundraiser or a "Radio Catskill team" bowling event. Mimi Bradley suggested using the bowling alley for a volunteer sound supporter party in the winter, aligning with the broader agenda of winter outreach events for supporters and contributors.

Winter Events Planning and Community Engagement Jill Fruchter reminded the committee to brainstorm ideas for winter events to engage supporters and volunteers during the slower months, suggesting piggybacking on existing events rather than creating new ones from scratch. Elizabeth H. Williams reiterated her idea for a radio play, "It's a Wonderful Life," at Lew Beach around the holidays to attract a different audience of donors and actors.

Expanding Event Accessibility and Live Music Mimi Bradley expressed openness to broadening the scope of winter events beyond just volunteers and sound supporters, possibly adding two more compelling events that are open to a wider audience. Tim Bruno suggested exploring "Radio Catskill presents" nights at existing venues to promote live music, which aligns with survey findings indicating listener interest in live music and the station's role in providing "things to do".

Volunteer Recruitment and Material Distribution Donald Almquist shared his experience at Livingston Manor Porchfest, where he successfully recruited a volunteer and emphasized the need for readily available materials, like QR codes or images on phones, to guide potential volunteers through the sign-up process. Mimi Bradley confirmed that she would circulate an email with all relevant QR codes and information to assist with volunteer recruitment. Mimi Bradley clarified that potential volunteers typically fill out a lightweight form and, if they are not a known entity, are invited to the station for a conversation to determine how their specialized interests or general administrative help can be utilized. She noted a recent increase in unsolicited volunteer applications, highlighting the positive trend of people wanting to contribute.

Survey Findings and Schedule Changes Jill Fruchter announced that she would present a full wrap-up of the survey findings at the next board meeting and plans to share the insights with LJ and CAB as a thank you. Tim Bruno informed the group about upcoming schedule changes, which are a result of funding loss, and mentioned that a press release detailing these changes, including the departure of Thane Peterson's "Living Jazz" show, would be sent out soon.

Q4 Schedule Changes Tim Bruno announced that Q4 schedule changes are a direct result of losing federal funding. They explained that the most impactful change is specific to a person, unlike changes to shows like "Fresh Air" or "TED Radio Hour". Tim Bruno also shared that they plan to send Jill Fruchter a PDF schedule to help with booklet updates, as the current chart only shows movement of some shows.

Meeting adjourned at 6:50pm

Submitted by Donald Almquist