



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
October 27, 2025 at 6:00pm**

Meeting Location (Online Meeting)

Approved on 11/10/25

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

Committee Members Absent: Jeff Barnes, 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 6:06pm

Events Updates:

Mimi Bradley provided updates on recent fundraising events, highlighting the success of "Double Down for Radio Catskill" thanks to Lori Sudgin's efforts. Mimi Bradley also emphasized the positive experience at the WJFF Fest in Parksville, noting it attracted a younger, local audience not typically reached by their events, and plans are already in motion to repeat it next year. The combined earnings from these two events totaled approximately \$7,000, exceeding expectations.

Mimi Bradley reported on a "Pints for Public Radio" event at Wallenpaupack Brewing Co. in Hawley, PA. The venue's restaurant setting was less conducive to a "milling about" brewery atmosphere, and attendees were not primarily there for the event, though it did offer exposure in Pennsylvania. Mimi Bradley is awaiting sales figures to determine the total proceeds from the 20% beer sales contribution.

Upcoming Events:

Mimi Bradley announced the upcoming "Apple Pie Palooza" event at Catskill Brewery, scheduled for the weekend, and requested volunteers. Jill Fruchter and Donald Almquist confirmed their availability to help, with Donald Almquist actively securing pies.

for the event. Kassie has also been instrumental in gathering raffle items, including cider and a gift card from Seminary Hill. The event is scheduled from 2 PM to 5 PM.

Mimi Bradley detailed a private dinner event on November 6th at The Black Walnut in Callicoon for donors who have contributed \$1,000 or more. Currently, 40 people have RSVP'd for this event, which serves as a thank-you and a reminder for continued support. Jill Fruchter confirmed their attendance at this event.

Mimi Bradley discussed the upcoming Music Sale on the 29th, a significant event requiring considerable volunteer support for setup and transport. Jill Fruchter presented promotional materials they developed, designed to raise awareness about Radio Catskill's music programming by genre and time, which were well-received by the team as a general tabling resource. Barbara Demarest suggested linking these materials from the website.

Jill Fruchter inquired about the listening station initiative, which Matthew Goldman had asked about before leaving. Mimi Bradley and Tim Bruno confirmed that the iPad for the listening station is ready, with Ronald having completed the necessary setup, and it only needs to be delivered to Matthew Goldman. The iPad is restricted to the Radio Catskill website, allowing users to interact with and listen to content.

Mimi Bradley outlined plans for three winter member and volunteer recognition events in January, February, and March, aiming for them not to be too close together. Chrissy is willing to host another event at the theater and is providing low-priced tickets for sound supporters to a Bruce Springsteen movie. Discussions with the new bowling alley indicate a potential opening in the first quarter of 2026, making it a viable option for a future event.

Mimi Bradley shared insights from past events, noting that game nights at Seminary Hill were not successful, and a break from trivia feels needed. An open mic night for volunteers, particularly musicians, was proposed as a potential event, with Donald Almquist offering to help coordinate it. The idea of a movie buyout was also discussed, with "Pump Up the Volume" suggested as a suitable film.

The team considered the geographic distribution of potential winter events, noting that both the proposed bowling and movie events would be in Callicoon and Livingston Manor, respectively. Barbara Demarest suggested ensuring a spread across locations where volunteers are based. Mimi Bradley indicated that she would like to have a clear understanding of planned events by year-end, even if specific dates are not yet finalized.

Jill Fruchter provided an update on the COFFE (Coalition Of Forward Facing Ellenville) event, a meeting of engaged community members focused on bringing Ellenville forward. Matthew Goldman and Jill Fruchter attended to express their excitement about increased engagement with Ellenville, resulting in positive feedback from community members who have been listening to Radio Catskill. Jill Fruchter plans to connect Mimi Bradley with the group coordinator who asked about the possibility of promoting future events in Ellenville, and Tim Bruno suggested providing examples of local stories covered by Radio Catskill. Mimi Bradley informed the team about a past trade sponsorship with "Run Like the Wind," a local street race, as an example of successful collaboration with organizations in Ellenville. Jill Fruchter expressed interest in highlighting all the ways Radio Catskill is already involved in the community

New Merchandise and Year-End Fundraising

Mimi Bradley announced new, limited-edition merchandise for the music sale, including black canvas tote bags with a yellow strap and white logo, and a limited-edition t-shirt designed by Randall. Tim Bruno emphasized the importance of promoting the year-end "News Match" campaign, which runs from November 1st to December 31st, matching donations up to \$1,000.

Meeting adjourned at 6:45pm

Submitted by Donald Almquist