



**WJFF Radio Catskill Board of Trustees  
Meeting Minutes of the Executive Committee  
October 30<sup>th</sup>, 2025 at noon**

Meeting Location (Online Meeting)

Approved on 11/10/25

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

**Committee Members Absent:** Amy Brightfield

**Staff Present:** Tim Bruno, Mimi Bradley

**Members of the Public Present:** none

A quorum being present, Pete Madden called the meeting to order at 12:07pm

Katie updated the committee on status of the 2026 budget, which should be finalized and approved by the Finance Committee tomorrow, so it will be in the packet for the next full BOT meeting. We will be operating at a deficit next year, according to projections, but still within our runway. We did open the money market account for cash overflow, as approved at the last BOT meeting, which will show up on the next financial reports. Because we exceeded our Fund Drive goals, Katie proposed that we start development on the new Radio Catskill app, to drive engagement. Katie would like to spend \$3000 to get started on design and development.

**MOTION** to approve proceeding with design and development of the new Radio Catskill app, by Public Media Apps (Childs/Johansen)

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

**Opposed:** none

Katie provided updates on insurance. Health insurance is moving forward. Libel insurance is being held up by one show host. Tim asked Katie to ask the insurance company if we can get a rider and she has not yet received a response. Now that we are doing more local news and that our content is multiplatform, we have an increased

exposure to liability. Pete emphasized that our key priority is to protect the Station, its employees, and the journalism that we do. Libel insurance coverage is not something that would be “nice to have”, but is something that is necessary to happen.

Jill touched upon the Listener Survey findings, which she will be discussing in much fuller detail at the upcoming full BOT meeting. As next steps, she has been sharing results with the CAB at a high level, looking to feed it to Strategic Planning, fundraising messaging, to use the information to make informed, actionable choices. Jill asked the Executive if there was anything more anyone would like to see, e.g. fundraising questions. Jill also was very pleased with the amount of non-listeners that responded to the survey, as the overall goal with a growth mindset is to find unmet needs for the community and how we can fulfill these needs. Katie said she thought the work Jill did was excellent. She asked if Jill had some more insights on how we can best take action to meet people where they are and increase awareness and familiarity. Where are the community events or partnerships that we can leverage. Jill is going to find out more about where/how people are accessing WJFF. Jill shared that 74% of listeners responded that if the station disappears, they would lose something they absolutely can't get anywhere else.

Lief may have the Strategic Plan changes together by the next full board meeting for input.

Tim updated the committee on the election coverage. We are having a segment every day this week and are getting a fairly good response. The focus has been highlighting key races, e.g. the Sheriff race.

Tim told the committee that the Fall Fund Drive closed in record time, so focus is moving to the Year End appeal. Mimi gave updates on the upcoming events: Apple Piepalooza, this weekend, a thank you dinner at The Black Walnut. The big Music Sale will be coming up on November 29<sup>th</sup>. Tim said after the election, they will start messaging for the News Match donation match. Tim is going to Honesdale to pay for the postage for the year end trifold, which will have the year in review as well as the year end appeal. Tim and Mimi feel very confident we will meet our goals.

Mimi also said we are not eligible for the Bridge Fund, but we put in an exception request, but they don't look at those until they have already funded those qualifying.

Katie shared that our bylaws currently say that the Finance Committee will review insurance requirements to make sure they are in line with business needs. This was likely written when we only had business/property insurance. Now, we have business insurance, health insurance, libel insurance, and Board of Directors insurance policies.

She is proposing that this responsibility moves from the Finance Committee to the Audit Committee. Ilya is working on this language. It would also put work to the Audit Committee that is usually not busy at that time, and this would further help support the staff.

Katie also brought up that in the 2026 budget, to offset the lack of CPB funding, we had temporarily added a large donor line item, as part of strategic plan. Staff didn't feel there was anything to support this and that it may take away from other fundraising efforts. The proposal from staff was that the board change requirements to a gift/give model, where we assign an amount that each board member is financially responsible for fundraising. There will need to be some transition time to make these changes. If we agree to change our model, it will change our recruitment strategy for board members, and we will need some more support from staff to work together in these efforts. Currently, the budget does include a line item for give/get for \$2500 that board members are responsible for raising.

Meeting adjourned at 12:59pm

Submitted by Donald Almquist