



WJFF Radio Catskill Board of Trustees

Meeting Minutes for November 10th, 2025 at 6:00pm

Meeting Location (Radio Catskill, WJFF Liberty, 2758 Rt. 52, Liberty, NY)

Approved: 12/08/2025

Board Members Present: Don Almquist, Jeff Barnes (remote), Dale Blagrove (remote), Amy Brightfield (remote), Katie Childs (remote), Barb Demarest (remote), Jill Fruchter, Matthew Goldman, Brett Hogencamp (remote), Leif Johansen (remote), Tanya Kalivas, Pete Madden, Ilya Marritz (remote), Elizabeth Hope Williams

Staff Present: Tim Bruno , Mimi Bradley (remote)

A quorum being present, Pete called the meeting to order at 6:04 pm.

MOTION to approve the Minutes in the consent agenda of the following meetings (Almquist/ Fruchter):

- 9/29/25 BOT Minutes
- 10/8/25 Finance Committee Minutes
- 10/15/25 Nom and Gov Committee Minutes
- 10/23/25 Finance Committee Minutes
- 10/27/25 Outreach Committee Minutes
- 10/28/25 Strategic Planning Work Group Minutes
- 10/30/25 Executive Committee Minutes
- 10/31/25 Finance Committee Minutes

IN FAVOR: Don Almquist, Jeff Barnes, Dale Blagrove, Amy Brightfield, Katie Childs, Barb Demarest, Jill Fruchter, Matthew Goldman, Brett Hogencamp, Leif Johansen, Tanya Kalivas, Pete Madden, Ilya Marritz, Elizabeth Hope Williams

OPPOSED: none

MOTION to nominate Yael Feinerman to the BOT (Madden/Williams):

Yael expressed her happiness at joining the Board. Pete extended his welcome from the Board. Yael will join the Audit and Finance committees to start. Pete administered the oath to Yael to swear her in as a trustee of Radio Catskill.

4. Staff Report (Tim // Mimi: 10 min)
b. Fundraising Updates

Mimi updated the Board on the Station's fundraising efforts. The Fall Fund Drive ended in 5 days, which is thought to be record time. The Double Down event was successful, and the average gift line has more than doubled since last year. Higher level donations came in with greater frequency, especially during such a challenging and stressful time. Barb noted that 30 new sound supporters was a big gain for a total of around 350 Sound Supporters. Contingency funding is over \$100k in paid and pledged funds. We are now in Year End Appeal; the mailer dropped on Friday. News match will be matching gifts to \$1000 + 12 month Sound Supporters. News Match funds won't come until spring, but it is good for messaging. We have over \$20k towards our goal to date. The Bridge Fund application is still pending. Initially we were told that we were ineligible, so this is still pending. It is hopeful that Bridge asked us to apply. We are aiming to get as much as Community Service Grant funding was: about \$170K. Things are moving quickly.

Mimi updated the Board on the Fall events. Double Down at the Arnold house was more successful than anticipated. WJFFfest was a joyful event with a very different audience. The day's events brought in over \$7k. Pints for Public Radio – was great to get our name out to new audiences, but probably only raised a few \$100. Apple Pie Palooza was a little cold, so not as busy, but a fun day. It raised about \$2000 in so far, and we haven't gotten the percentage from the bar purchases. The Black Walnut Thank You Dinner was a fun, good night. Good to bring big donors to one room and give them the messaging that we need their continued support.

The Big Annual Music Sale is coming up on November 29th. Mimi is going to send out a volunteer list. It is a big event and we will need a lot of help. We will be doing an online auction as well.

Tim gave a big thanks to Mimi managing 5 big events in under a month. Pete extended thanks to both Tim and Mimi for all their hard work on a diverse offering of events, and the goodwill, good income, and fun.

Jill presented insights from the 2025 Radio Catskill Community Survey. Jill led the survey over the summer. This is the third one we've done. She gave a highly synthesized version of reporting. The big goal was to focus on and cultivate non-listeners. Jill spoke of the methodology of the survey questions. If our goal is a growth mindset, going after nonlisteners is important as we are drafting our next 4-5 year Strategic Plan. Jill gave her thanks to everyone, especially Barb and Outreach for their work in getting 655 total responses. 13% were non listeners. New listeners (0-5 years) accounted for 138 of the responses. 91% of listeners that responded have donated in the past, indicating listener loyalty. Only 15% are 18-44 years old, so most are older.

Among listeners there was a great deal of appreciation for the Station. The mix of Local and National shows giving a high degree of satisfaction from listeners in the programming and coverage.

There is a desire for deeper reporting both specialized and investigative and for a broader representation of diverse voices.

Jill looked to larger market trends – media consumption/access/Nonlinear listening.

How do we give legs to the unique coverage we do?

We are getting significantly younger new listeners from supporting social connections and outreach, for example WJFFest. Most of our users are multiplatform consumers.

How do we build that out?

Amy said that seeing Kim on social media is great.

There seems to be a great deal of satisfaction around issue of connection.

Elizabeth mentioned that being “trusted” as a news source is really valuable and important.

Jill reviewed what survey respondents wrote that they'd like more of, which included: more balance ideologically, prioritize local news. improved signal range/reach. People seem to want to have more control of who they are hearing from. The Newsletter could provide a brief with a link to the reporting. The goal is to not replace “the visit” but to enhance “the visit”. We are well positioned to meet these unmet needs. The number one thing that non-listeners would like to hear was live music, which was an interesting finding.

These results are being used in Strategic Planning and are a critical input. Pete thanked Jill and added that this is the core of how we are to be making decisions, especially given the defunding. It is good to know that people want broader strong journalism, informed by what the community tells us.

Barb suggested giving the findings to the volunteer group and Jill said she could do that.

The feedback would be motivating to the volunteers. Amy felt this should inform Marketing. The “Helping You Stay Connected” tag line now has an even greater meaning.

Katie gave thanks for how detailed the report was and that this gives us a clear direction.

Katie then gave the Finance updates. We are in a deficit, but within our runway. Included in our projection model, there is a give/get model for board members with a responsibility of \$1500 per member. This is a departure from what we have done in the past and is a big ask, as she knows a big part of the donations from the Board is our time. This is being introduced as a concept and she asked everyone to think about it and we can have more discussion. It is being included in the budget. She invited the board to join in the upcoming finance meeting to have further input.

Mimi will provide names of people that would be good prospects for donations to make this not such a heavy lift for Board members. This would mark a shift in thinking, purely out of necessity, which will need to be approved by full Board.

Katie gave updates on Insurance. Our quote for libel coverage had expired and we are up for a requote. We are also getting updated quotes for general liability with closing of Honesdale studio and the renovation of the “white building”
Tim said they got health insurance all set today.

MOTION to enter a closed session discuss a confidential matter – (Childs/Madden) at 7:16pm

IN FAVOR: Don Almquist, Jeff Barnes, Dale Blagrove, Amy Brightfield, Katie Childs, Barb Demarest, Jill Fruchter, Matthew Goldman, Brett Hogencamp, Tanya Kalivas, Pete Madden, Elizabeth Hope Williams

OPPOSED: none

MOTION to exit a closed session discuss a confidential matter – (Childs/Madden) at 7:28pm

IN FAVOR: Don Almquist, Jeff Barnes, Dale Blagrove, Amy Brightfield, Katie Childs, Barb Demarest, Jill Fruchter, Matthew Goldman, Brett Hogencamp, Tanya Kalivas, Pete Madden, Elizabeth Hope Williams

OPPOSED: none

MOTION to adjourn at 7:29pm (Madden/Almquist)

Submitted by Donald Almquist