



**Minutes of WJFF Community Advisory Board
Meeting January 25, 2024 virtually via Teams**

Present: Neal Hitch, Franklin Trapp, Aaron Hicklin, Jill Carletti, Samantha Mango, Douglas Shindler

BoT Liaison: Peter Madden

Public: N/A

- Motion to call meeting called to order at 6:08 pm by Samantha, Franklin seconded. Motion carried.
- Motion to approve the minutes from last meeting (May 25, 2023) made by Franklin, Jill seconded. Motion carried.
- Neal reviewed the slate of officers to be voted on: Neal Hitch as Chair, Jill Carletti as Vice Chair, and Samantha Mango as Secretary
 - Motion to accept slate as-is made by Franklin, seconded by Jill. Motion carried.
- Motion to add Steve Yaccino to CAB made by Samantha and seconded by Jill. Motion carried. Pete will bring it to BoT for approval at the next meeting.
- New Business
 - Discussion of CAB member recruitment
 - Neal said it is evident we need more CAB members, he will propose to revise CAB policy to state that a quorum is considered 50% of sitting members.
 - Any suggested new member nominations should be discussed via email or invite new members to a CAB meeting and ask them to provide a professional bio (to be sent to BoT for their approval).
 - CAB meeting schedule: last Thursday of every other month
 - 3/28, 5/30, 7/25, 9/26, 11/28 (Thanksgiving, needs to be rescheduled)
- Discussion of 2024 Outreach Plan
 - Neal asked about prior CAB's previous outreach plans
 - Pete said a couple people from the CAB worked on the survey together, and noted that some communities were not reached, so suggested maybe a more targeted outreach plan for this year
 - Neal suggested having board members at the up-coming Borsch Belt marker dedications, or other community events
- Discussion of Strategic Plan Development

- Neal said BoT wants CAB to work on a strategic plan, so suggested CAB using an up-coming meeting as an in-person planning session to dedicate some time to develop strategic planning
 - Neal said he will send an email around for the best month to do in-person
 - Samantha suggested doing this at the March meeting (3/28)
 - Jill asked about inviting potential new members to that meeting, as it might not be the best time for a meet and greet
 - Aaron asked if we can have new potential board members join before or after the strategic planning
 - Samantha suggested having a February CAB meeting for a meet and greet with potential new members via Zoom (last thursday in Feb, 2/29)
- BOT Liaison update - Peter Madden
 - Pete said next BoT meeting is on Monday, where he will update BoT on CAB progress, new officers and Steve Yaccino's nomination
 - Pete said the BoT has asked for ideas to grow stations audience and diversify offerings, so asked for any ideas to be sent to him or BoT
 - Pete said he will share WJFF's up-coming event schedule with CAB
- Public Comment - N/A
- Motion to adjourn made by Jill, seconded by Aaron. Motion carried, meeting adjourned at 6:37pm (*Franklin left meeting at 6:28pm*)

Next meeting will be March 28th at 6:00pm via Teams (unless otherwise noted).

Respectfully submitted by,
Samantha Mango, Secretary