



Meeting June 26, 2025 virtually via Zoom

Radio Catskill Community Advisory Board Meeting Agenda

In Attendance: LJ Ruell, Matt Hurtado, Jill Carletti, Samantha Mango, Neal Hitch, Aaron Hinklin, Steve Gosh

Guests: Jill Fruchter, Barb Demarest (WJFF Board Liaison)

- Meeting was called to order by LJ Ruell at 6:06pm.
- Motion to approve the minutes from January 30, 2025 and March 27, 2025 meeting made by Neal, Aaron seconded. Motion carried.
- LJ reported that Dick Risling's term has ended and has come off the board, Barb said the WJFF Board of Trustees made a proclamation of appreciation at their last meeting to Dick Riseling for all his contributions to WJFF, including the 2 terms he is concluding on the CAB.
- LJ said that Margot Seibert is still interested in joining the CAB and shared brief details on her bio. Neal said that she is located in Eldred, which is in Western Sullivan and the southern area of Delaware River, which is a good location for representation and county coverage. LJ asked for a motion of approval for CAB to recommend approving Margot Seibert to join WJFF Community Advisory Board. Motion made by Neal, Samantha seconded. Motion carried.
- LJ asked if the meeting schedule should be changed (currently the last Thursday of every other month), and Neal said this schedule has been the same for many years and may be best to keep it the same for public knowledge and precedent.
- LJ discussed demographics (location and audience) leads for sharing the WJFF Community Survey. Barb has put together a Google Sheet for CAB members to indicate where they can share the survey. Barb reiterated that the CAB exists to meet the cultural, education, and information needs of the community.
- Barb updated the CAB on the recent WJFF Board of Trustees meeting; she will be the Board Liaison to the CAB for another year, Sally Stuart has concluded her term as president and Pete Madden is new president, with 3 new board members voted in.

- Jill Fruchter shared that the community survey has traditionally received strong participation, and this year's effort will focus on reaching non-listeners to better understand their familiarity with the station, how they access local news and community information, why they don't currently listen, and what issues matter most to them. For current listeners, the survey will measure satisfaction, programming priorities, and content preferences. Jill asked CAB members to help distribute printed flyers and QR codes in their communities, with materials available the first week of July. Suggested locations include coffee shops, libraries, town halls, and community spaces. A Google Sheet will be shared for CAB members to list their contact information and five locations where they will post the flyer. Promotional materials include 8x11 flyers, 24x36 posters, postcards, and digital assets for social media. Survey participants will have a chance to win one of several incentives: three \$50 gift cards to One Grand Books, tickets to Shadowland Stages, lawn tickets to Bethel Woods, and a pair of day passes to the Neversink Hemlock Spa. Barb suggested promoting the survey at the Horizon Happy Hour at Bethel Woods on July 9 (5–8pm), featuring the band Pleaser & Pond Wave. Jill Carletti recommended making the flyer more eye-catching with color and a stronger callout for the prize, which Matt supported. Aaron asked about having a Spanish-language version of the survey and Jill will look into it. Jill Carletti also suggested setting a goal for outreach before the next meeting or at the July 9th event; LJ proposed aiming for five conversations each. LJ also requested a simpler description of the CAB's role, and Barb agreed to provide a short statement for the group to use in conversations. Neal shared that Bethel Woods will host an oral history pop-up at the Borscht Belt Museum on July 26 and 27, and has offered table space if the group would like to participate.
- Next CAB meetings are Oct 23rd and Nov 20th. Barb will put July 9th as the next public CAB meeting, but may not meet the requirements of public open meeting requirements.
- Motion to adjourn made by Neal, seconded by Aaron. Motion carried. Meeting adjourned at 6:55pm.

Respectfully submitted by,
Samantha Mango, Secretary