

Minutes DCOC November 15, 2019

Village Hall meeting room, Village of Jeffersonville

In attendance: Judith Schwartzstein, chair; Steve Davis, Clay Smith, Barbara Demarest, Heather Quaintance; Jim Lomax (on the phone); Cat Wilson (on the phone); Dan Rigney

Absent: Duncan Cooper, Kirsten Harlow Foster, Bill Fellenberg, Ken Hilton

A quorum being present the meeting was called to order at 4:15

Steve Davis moved and Barb Demarest seconded a motion to approve the minutes of the DCOC meeting of September 20. The motion passed, no objections or abstentions.

Judith Schwartzstein moved and Jim Lomax seconded a motion to approve the minutes of the June 17 meeting of the previous DCOC. The motion passed (those who had served on that committee – Jim, Judith, Barb) no objections or abstentions.

The agenda consisted of subcommittee reports and new business which was mainly discussion of a survey of listeners and non-listeners which will capture information about engagement as members, relevant interests and demographics. General manager Dan Rigney provided the committee with his priorities organized by subcommittee (see attached.)

As the committee discusses certain proprietary information Barb suggested non-Board members sign a confidentiality agreement, implicit for Board members.

Subcommittees/GM priorities discussion:

Fundraising – Regarding the capital campaign Judith suggests not limiting the campaign to capital needs, making it a comprehensive campaign, including other fund raising priorities such as endowment which may encompass planned giving. A suggestion was made that when reprinting, photos in the planned giving brochure include more women. All agreed the content is good.

Membership – The revised survey for 2019 was discussed. A suggestion was made to note in the year-end tax-deduction letter to donors that a survey asking their opinions would be forthcoming early in the new year. Following brief discussion of maintaining the term “member” as that is what most public radio stations call their pledge drive donors which encourages the sense of community and belonging, the subcommittee offered to draft suggested language that could be used during pledge drives. Clay suggested that all information received from surveys, pledge drives and other means be input into a single database. Currently the pledge drive information, including the list of donors, is being processed by volunteers Kit and Doug and will be shared with the subcommittee when completed.

Events—Discussion of one of Dan’s priorities – a fundraising event in NYC -- raised questions of costs, venues, possible host committee. A discussion of a 30th anniversary celebration in 2020 included the possibility of a “blue ribbon” panel on changes in radio delivery due to technology. Such a panel might include a representative of NFNCB and could be held at SUNY Sullivan and might include a fundraising component. Clay suggested that for the 30th anniversary we might consider a retrospective that would honor various people. This would require a planning committee, volunteer host/DJ and a party for

volunteers and could be held in the fall of 2020. Steve suggested that the station hold a public “meet and greet” with show hosts as a way to help the public connect to the station.

PR – Dan stated that he would distribute to members the current print materials being used by the station in an effort to evaluate for possible revisions. These include the underwriting, general and planned giving brochures. A suggested additional print piece to be added is a card with station ID that can be placed in lodgings and other venues that cater to the growing number of visitors and weekenders to the area.

Dan noted that no surveys have been directed to businesses asking what their needs related to the station are.

Discussion of the station logo, which will need to change when we move to Liberty, included concerns that the re-design be done by a working professional and not a volunteer. An alternate suggestion was that we mount a competition with a prize as a way not to incur the costs of professional services.

Heather said that the PR subcommittee working on digital media would produce a preliminary report comparing other stations’ uses of social media.

Steve Davis moved and Clay Smith seconded a motion to adjourn the meeting at 6 p.m.