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WJFF Radio Catskill Board of Trustees Meeting

September 20, 2021 at 6:00pm

ZOOM virtual meeting online

and In-person at the Cooperage, Honesdale, PA

Approved 10-25-2021

Trustees Present: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Judith Schwartzstein, Clay Smith, Sally Stuart, Michael Williams

Trustees Absent: Angela Page, Kevin Cooke

Staff Present: Tim Bruno, Patricio Robayo

C.A.B. members: Joseph Abraham

Members of the public present who identified themselves: Thane Peterson

Kirsten Foster called the meeting to order 6:07pm.

President's Report (Foster)

Leave of Absence - Trustee Angela Page is taking a Leave of Absence. She will check in during December to update the board on her status. Leila will serve as CAB liaison in Angela's absence.

CAB - No CAB update this month

Budget - Work is beginning on the 2022 budget with a goal of presenting it at the November meeting. Committee chairs are urged to forward their projections to Duncan Cooper.

Meeting posting – Kathy is taking on responsibility for posting meetings to the website. Chairs need to inform her when setting up meetings with sufficient time for the 1-week public notice and should double check that the posting is up.

General Manager's Report – Bruno (see attached)

Underwriting – Stickitt Inn has renewed. Other prospects identified in tabling efforts

FCC Broadcast License – New Application Window (not an auction) is open until early November.

Looking at any available frequencies that would allow better coverage in the area. Open only to public stations. Looking for a board member to work with the consultant.

Website – Performance analytics indicates most important are Listen Live and Community Calendar.

Meeting with a web designer in Honesdale. Will look at Radio Catskill website data.

Duncan Cooper, Treasurer, Finance Committee, Chair – see attached

The new finance reports from NETA will be available starting in September.

Liberty Studio – The Line of Credit / Construction loan from Jeff Bank might need to be increased. A three year draw down period with interest payments and a balloon payment after the three years, which can be converted into a mortgage.

DNAV estimate of \$249 for digital broadcast installation includes SAS quote of \$67K for equipment purchase. See attached.

Collier Construction has received several bids from different sub-contractors on different tasks for Phase 2 of the Liberty studio project. Kirsten Foster will meet with a consultant recommended by Alan Gehry for his broadcast expertise.

The costs for completion are not final. However, the equipment purchase of \$67,012 from SAS (Sierra Automated Systems and Engineering Corporation) needs a long lead time of 12 weeks and needs to be approved now. See SAS attached.

Michael Williams leaves the meeting at 6:53pm.

Motion: (Cooper / Blagrove): to authorize Tim Bruno, GM, to purchase the studio equipment from SAS for \$67,012.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Judith Schwartzstein, Clay Smith, Sally Stuart

Opposed: None

Abstained: None

Motion: (Geary / Stuart): to approve the portion of these minutes related to purchasing studio equipment from SAS.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Judith Schwartzstein, Clay Smith, Sally Stuart

Opposed: None

Abstained: None

The accounting firm NETA will have the income statement ready for presentation at the BOT meeting in October.

Audit Committee – Sally Stuart

The audit committee is looking for a new accounting firm and will present a proposal to the BOT in the Oct meeting.

Form 990 will be available at the end of the month and will be shared with the entire BOT.

See Audit Minutes attached.

Strategic Planning Work Group (SPWG) – Clay Smith

A Draft will be presented at the Oct BOT meeting with a 5-year plan. The BOT will vote on the plan at the Nov meeting. See attached report

This ad hoc committee consists of five groups.

Each area will contribute to achieving the four Strategic Priorities. We will report back with our draft of these targeted goals at the Oct board meeting. We will begin drafting the 2022-2026 WJFF Strategic plan in the coming month and expect to complete it later in November.

1. Local programming and new – Tim Bruno, Thane Peterson
2. Digital – Duncan
3. Community Outreach – Chrissy
4. Fund Raising – Barbara Demarest
5. Operations, Personnel, Volunteers – Sally Stuart

DCOC – Judith Schwartzstein

The full committee met on Sept 15 and will meet again in Dec 2021, March and June 2022.

Events – Jim Lomax, Dale Blagrove – member / listener survey

Digital Marketing – Amy Brightfield

Digital tech – Dale Blagrove

Fund Raising / Capital Campaign – Judith Schwartzstein

Calls are being made to lapsed donors. Strategy being made to convert members to donors. There will be a “Donor Wall” at the Liberty studio and various designs are being considered.

Barbara Demarest asks for support and volunteer help in preparing the PSAs for broadcast. They need to be edited.

Leila McCullough left the meeting at 7:25pm

Public Comments

Thane Peterson, Past BOT President, is pleased with the BOT meeting and observes that all is going well.

Motion to adjourn. (Geary/Brightfield) at 7:30pm

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Judith Schwartzstein, Clay Smith, Sally Stuart,

Opposed: None

Abstained: None

Submitted by Kathy Geary, Secretary

Radio Catskill General Manager Report

Tim Bruno 09.20.21

Overview

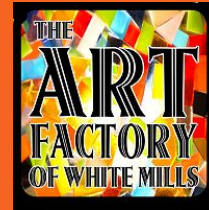
- Underwriting Update
- FCC Update
- Digital & Donor Analytics
- Programming Update

Underwriting

Returning



Prospects



FCC Update

New Application Window

- Rare opportunity for non-commercial broadcasters to obtain FM broadcast licenses; not an auction
- Investigating frequencies to fill-in poor coverage areas
 - Livingston Manor/Roscoe
 - Callicoon/Narrowsburg
 - Honesdale/Hawley
- Filing window Nov 2-6

Translator

- Investigating potential swap
 - Investigating moving to edge of Monticello coverage area to cover Barryville, Forestburgh, Glen Spey area
 - One year to take action (June 2022)
-

Digital Analytics - Website

Top Performance Metrics *Month to Month

- **Users:** 2.5K *Increased 21.3%*
- **Sessions:** 3.5k - *Increased 17.3%*
- **Bounce Rate:** 71.3% - *Increased 0.1%*
- **Average Session Duration:** 00:01:12 - *Increased 2.8%*

User acquisition *Breakdown of visitors acquired by channel

- Organic Search: 45.3%
- Direct: 42.2%
- All Other Sessions: 12.3%

What pages do users visit?

- Main Page: 43%
 - Community Calendar: 4.4%
 - Listen Live: 4.3%
-

Digital Analytics - Email

**Last 90 Days*

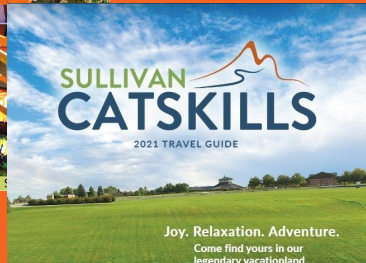
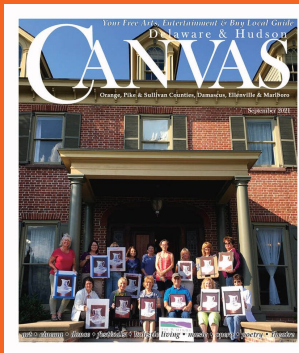
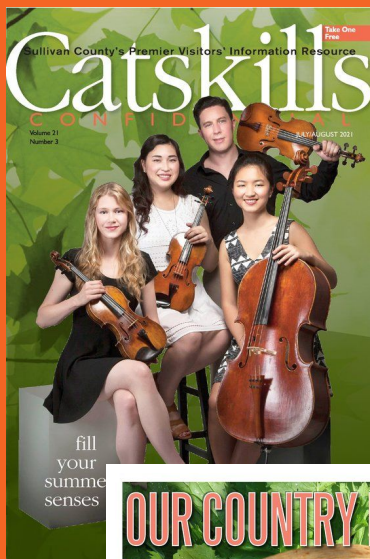
- Open Rate: 31% (+9% vs. industry average)
- Click Rate: 9% (+7% vs. industry average)
- Desktop
 - Opens: 71%
 - Clicks: 68%
- Mobile
 - Opens: 27%
 - Clicks: 32%

Donor Analytics

New donors & contacts

- 44 new donors since July 28
 - 322 of our donors have increased their donation amount in the past 12 months over the previous 12 months
 - 80 email contacts added to our database since the beginning of July, many of these through our outreach (tabling) efforts
-

Print Marketing



THE HURLEYVILLE SENTINEL.
Covering Main Street and Beyond.

Programming

- Hispanic Heritage Month
Special TBA: Wednesday,
September 29 at 7pm
 - *Shelf Life* debuts Sunday,
October 3 at Noon
 - *City Arts & Lectures* moves up to
6am-7am Saturdays
 - *Ask Me Another* & *Bookworm*
leaving the schedule
-

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BOT Meeting Agenda
Monday, September 20th, 2021 at 6pm

WJFF Studio at the The Cooperage Project
1030 Main St, Honesdale, PA 18431
And ONLINE link to follow

1. Introduction (Kirsten Foster) (5 min) – Member's news, CAB, Budget 2022 in prep
2. GM & Programming Report, including FCC/Translator Update (15 minutes)
3. Finance (Duncan Cooper) - Digital Equipment Presentation; Liberty Phase 2 construction; NETA status; (20 min)
4. Strategic Plan Work Group (Sally Stuart, Clay Smith) (15 minutes)
5. DCOC – Judith Schwartzstein – Upcoming Gala / Fundraiser; Liberty Campaign Update (15 min)
6. Nom & Gov – Amy Brightfield – Volunteer trustee election (5min)
7. Public Comment (5 min)



SIERRA AUTOMATED SYSTEMS

Corporate Office:
2821 Burton Avenue
Burbank, CA 91504-3224
Phone: 818-840-6749
Fax: 818-840-6751

QUOTATION NUMBER: N-444042
REVISION: 3
DATE: 14-Jul-2021

Prepared by: Nick Straka
Field Assests Engineer
Office : 818-840-6749
Cell : 908-528-6887
eMail: nick@sasaudio.com

Sierra Automated Systems and Engineering Corporation

Proposal for

Liberty Studio

Prepared For:

WJFF Radio Catskill

**PO Box 546
Jeffersonville, NY 12748**

**Tim Bruno
GM**

tim@wjff.org

**Phone: (845)-482-4141
Cell:**

The Information contained in this proposal is the property of Sierra Automated Systems.
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SIERRA AUTOMATED SYSTEMS
2821 Burton Avenue
Burbank, CA 91504-3224
Phone: 818-840-6749
Fax: 818-840-6751

Quotation

NUMBER: N-444042
REVISION: 3
DATE: 7/14/2021

Customer:
WJFF Radio Catskill
Tim Bruno
(845)-482-4141
tim@wjff.org

Liberty Studio

Qty	Description	Comments	Unit Price	Extended
1	Technical Operations Center 1		\$15,930.00	\$15,930.00
1	WJFF Master Control		\$26,487.00	\$26,487.00
1	WJFF Production		\$25,987.50	\$25,987.50
1	Talk-Performance Studio		\$13,317.75	\$13,317.75
Equipment Sub-Total				\$81,722.25
Discount			18.0%	(\$14,710.01)
SAS Equipment Total				\$67,012.25
Shipping, Handling & Insurance Charges		Estimate	\$783.58	\$783.58
Sub-Total, other services				\$783.58
TOTAL PRICE				\$67,795.83

Terms 40% deposit with order, 40% before shipment, 20% Net-30 days
SAS accepts all major credit cards, add 3% surcharge

Shipping Best Way, FOB Burbank, California

Shipping 10 to 12 weeks after receipt of order

Schedule

Price Firm This proposal is valid for 30 days from above date of quotation.

Taxes All sales, use, or other sale/purchase related taxes are the responsibility of the buyer. SAS collects sales tax only in the State of California.

Billing Address

WJFF Radio Catskill

PO Box 546
Jeffersonville, NY 12748

Shipping Address

WJFF Radio Catskill
DNAV
140 E Prospect St
Hackettstown, NJ 07840

Proposal Acceptance

Your signature makes this a binding order for equipment and services subject to SAS's standard terms and conditions of sale.

Accepted by:	Purchase Order Number:
Title:	Date:
Signature:	Delivery Requested by:
If you have questions concerning this proposal please contact Nick Straka at 818-840-6749	



Quotation

NUMBER: N-444042
REVISION: 3
DATE: 7/14/2021

Technical Operations Center 1

WJFF TOC features a RioBravo router with 16x16 analog and 16x16 AES digital plus AXC-16 X-Y controller for full system access. Redundant power supplies ensure uninterrupted operation.

Qty	Model Number	Description	Comments	Unit Price	Extended Price
RIOBravo Local I/O					\$14,202.00
1	RIOBravo	RIOBravo IP Engine: up to 96 discrete I/O, (8 analog+16 digital) on-board outputs, 64 channels of Dante/AES-67 AoIP, 12 programmable relays and 8 optos. Includes dedicated system user outputs for speaker monitor, headphone with PoE to SAS devices. Also includes digital outputs for SAS meters, relays for On Air, and RS-485 ports for SAS controllers.		\$8,775.00	\$8,775.00
1	RBAO-8	RIOBravo Analog Output Module, 8 stereo/16 channels, 8 RJ45 connectors		\$1,215.00	\$1,215.00
1	RBDO-8	RIOBravo Digital Output Module, 8 AES/EBU outputs, 8 RJ45 connectors		\$1,215.00	\$1,215.00
1	RBAI-8	RIOBravo Analog Input Module, 8 stereo/16 channels, 8 RJ45 connectors		\$1,215.00	\$1,215.00
1	RBDI-8	RIOBravo Digital Input Module, 8 AES/EBU inputs, 8 RJ45 connectors		\$1,215.00	\$1,215.00
2	RB-Blank	RIOBravo Blank Panel 8 RJ45 connectors		\$33.75	\$67.50
2	SPR-50	Power Supply, in-line, for RIOLink, Rubicon, Rubicon-SL; use two for redundancy	<i>two required for redundancy, will provide power for up to (4) RIOLinks</i>	\$249.75	\$499.50
Additional Studio Items					\$1,728.00
1	AXC-16A	X-Y Alpha Control Panel, 18 user preset buttons, 1U rack mount	<i>Router Control Panel</i>	\$1,728.00	\$1,728.00
Total for Technical Operations Center 1					\$15,930.00



Quotation

NUMBER: N-444042
REVISION: 3
DATE: 7/14/2021

WJFF Master Control

WJFF main FM studio consisting of 12 fader iSL Stratos console with fully routable faders on each channel. On/off/cough + headphone control/jack for guests included. Redundant power supplies for uninterrupted operation.

<u>Qty</u>	<u>Model Number</u>	<u>Description</u>	<u>Comments</u>	<u>Unit Price</u>	<u>Extended Price</u>
iSL Console					\$18,684.00
1	iSL-20.2D	iSL Console Mainframe, 20 slots, 2 VU Meters, & Timer, 2 Displays	Gloss Black	\$4,185.00	\$4,185.00
12	RSL+IN	Rubicon sL Plus Input Module OLED Display color LED	Pre-programmed hot source select, plus source select of any source in the entire system	\$911.25	\$10,935.00
1	iSL-CRMB	iSL Control Room Monitor Module Carbon Black; speaker and headphone controls, 8 general purpose buttons, cue and headphone amps, timer controls		\$1,741.50	\$1,741.50
4	RSLBP	Rubicon-SL Blank Panel		\$60.75	\$243.00
1	SPR-200	Power Supply, rack mount, for RIOLink, Rubicon, Rubicon-SL, M Class; use two for redundancy		\$1,080.00	\$1,080.00
2	SPR-50	Power Supply, in-line, for RIOLink, Rubicon, Rubicon-SL; use two for redundancy		\$249.75	\$499.50
Guests					\$2,403.00
2	TP-FMC-2	Flush Mounted Cabinet for Turret Modules, Extruded Aluminum, 2 slots.		\$391.50	\$783.00
2	TP-M	Turret Panel, Microphone: OFF—ON—COUGH		\$506.25	\$1,012.50
2	TP-HPV	Turret Mount Headphone amp with jack and level control, PS-12 series power supply sold separately		\$303.75	\$607.50
Nucleus IP DSP Engine					\$5,400.00
1	Nucleus	SAS NUCLEUS AoIP Engine, provides 16 inputs (half analog half digital) and 32 Outputs (half analog half digital), with 64 channels of AES67/Dante AoIP		\$5,400.00	\$5,400.00
WJFF Master Control Total					\$26,487.00



Quotation

NUMBER: N-444042
REVISION: 3
DATE: 7/14/2021

WJFF Production

WJFF production/mirror image FM studio.

Qty	Model Number	Description	Comments	Unit Price	Extended Price
iSL Console					\$18,184.50
1	iSL-20.2D	iSL Console Mainframe, 20 slots, 2 VU Meters, & Timer, 2 Displays		\$4,185.00	\$4,185.00
12	RSL+IN	Rubicon sL Plus Input Module OLED Display color LED	<i>Pre-programmed hot source select, plus source select of any source in the entire system</i>	\$911.25	\$10,935.00
1	iSL-CRMB	iSL Control Room Monitor Module Carbon Black; speaker and headphone controls, 8 general purpose buttons, cue and headphone amps, timer controls		\$1,741.50	\$1,741.50
4	RSLBP	Rubicon-SL Blank Panel		\$60.75	\$243.00
1	SPR-200	Power Supply, rack mount, for RIOLink, Rubicon, Rubicon-SL, M Class; use two for redundancy		\$1,080.00	\$1,080.00
Guests					\$2,403.00
2	TP-FMC-2	Flush Mounted Cabinet for Turret Modules, Extruded Aluminum, 2 slots.		\$391.50	\$783.00
2	TP-M	Turret Panel, Microphone: OFF—ON—COUGH		\$506.25	\$1,012.50
2	TP-HPV	Turret Mount Headphone amp with jack and level control, PS-12 series power supply sold separately		\$303.75	\$607.50
Nucleus IP DSP Engine					\$5,400.00
1	Nucleus	SAS NUCLEUS AoIP Engine, provides 16 inputs (half analog half digital) and 32 Outputs (half analog half digital), with 64 channels of AES67/Dante AoIP		\$5,400.00	\$5,400.00



Quotation

NUMBER: N-444042
REVISION: 3
DATE: 7/14/2021

Talk-Performance Studio

Talk, small performance, podcast and flex production room.

Qty	Model Number	Description	Comments	Unit Price	Extended Price
Rubi T Table Top Console					\$6,203.25
1	TP-TTC-9	Table Top Cabinet for Turret Modules, Extruded Aluminum, 9 slots.		\$540.00	\$540.00
4	TP-L4	Rubi-T Turret Panel, 100mm Linear Fader, OFF—ON + 4 programmable source select or bus assign buttons		\$621.00	\$2,484.00
1	TP-8A	Turret Source Select Panel—8 programable buttons plus LED dial up source select	<i>for dial-up source select for TP-L4 fader</i>	\$978.75	\$978.75
1	TP-R6	Turret Panel, Rotary Encoder +6 source select buttons	<i>for HP source select and level control</i>	\$661.50	\$661.50
1	TP-R6	Turret Panel, Rotary Encoder +6 source select buttons	<i>for monitor speaker source select and level control</i>	\$661.50	\$661.50
1	TP-MTR	Turret Panel LED Stereo Meter		\$573.75	\$573.75
1	TP-HP	Turret Mount Headphone amp with jack, no level control, PS-12 series power supply sold separately		\$303.75	\$303.75
Host HP and Guests					\$1,215.00
4	TP-HPV	Turret Mount Headphone amp with jack and level control, PS-12 series power supply sold separately		\$303.75	\$1,215.00
Nucleus IP DSP Engine					\$5,899.50
1	Nucleus	SAS NUCLEUS AoIP Engine, provides 16 inputs (half analog half digial) and 32 Outputs (half analog half digial), with 64 channels of AES67/Dante AoIP		\$5,400.00	\$5,400.00
2	SPR-50	Power Supply, in-line, for RIOLink, Rubicon, Rubicon-SL; use two for redundancy	<i>two required for redundancy, will provide power for up to (4) RIOLinks</i>	\$249.75	\$499.50



SIERRA AUTOMATED SYSTEMS
2821 Burton Avenue
Burbank, CA 91504-3224
Phone: 818-840-6749
Fax: 818-840-6751

Deposit Invoice

DATE	INVOICE NO.
7/14/2021	N-444042-D

BILL TO
WJFF Radio Catskill
PO Box 546
Jeffersonville, NY 12748
Tim Bruno
(845)-482-4141

SHIP TO
WJFF Radio Catskill
DNAV
140 E Prospect St
Hackettstown, NJ 07840
Tim Bruno
(845)-482-4141

QUOTE NO.	P.O. NO.	TERMS	SHIP DATE	SHIP VIA	FOB
N-444042, rev. 3		Due on Receipt	TBD	Best Way	Burbank, CA

ITEM	QTY	UNIT PRICE	EXTENDED AMOUNT
Technical Operations Center 1	1	\$15,930.00	\$15,930.00
WJFF Master Control	1	\$26,487.00	\$26,487.00
WJFF Production	1	\$25,987.50	\$25,987.50
Talk-Performance Studio	1	\$13,014.00	\$13,014.00

Subtotal	\$81,418.50
SAS Discount	-\$14,710.01
Shipping	\$783.58
Grand Total	\$67,492.08

Amount due now:	\$26,996.83
------------------------	--------------------

This order requires a 40% down payment.
Please submit your payment of \$26,996.83 to
place your order. Please understand that work
on your order does not begin until this payment
is received. Thank you!

WJFF's Audit Committee Minutes

Date: Monday August 9, 2021

Location: Online, zoom

Time: Noon

Approved on 9/10/2021

Attending: Sally Stuart, Dale Blagrove, Leila McCullough, Angela Page

Absent: None

Staff: Tim Bruno, General Manager

Public: Joe Montalto, Auditor

Sally called the meeting to order at 12:04pm

Joe, the auditor, was asked to give comments. Joe indicated that the auditors were giving an unmodified opinion which is new verbiage replacing unqualified opinion. This is the best possible opinion in an audit. He added they are comfortable that the audit was thorough and that are no issues of concern.

Tim updated Joe on changing our bookkeeping to Quick Books online and that the 30 60 90 is being addressed automatically

We asked about spot checking our books in age of digital accounting and bookkeeping. Joe explained that it is possible to do it remotely. He recommended printing out pages from general ledger, and emailing the report.

Joe clarified that the 800 radio tower rental is month by month commitment, while the 385 Honesdale rent is long term.

Sally asked whether Joe would be able to get us the final financial statements in time for the Board Meeting this evening. He will do his best. She suggested some edits and pointed out some typos, none that affected numbers.

Leila made a motion to approve this audit report, anticipating suggested changes. Angela seconded and it was approved by all.

Next year we may rebid the audit contract.

CPB deadline reminder, is August 15th. Final report will be published for the public by then.

Compliance questions on the 990 are upcoming and fall within the audit committee's responsibilities.

MOTION (Page / McCullough) to adjourn at 12:40

In Favor: Sally Stuart, Dale Blagrove, Leila McCullough, Angela Page

Submitted by A. Page 8/9/21 with revisions from S. Stuart 9.7.21 and approved by the committee on 9.10.21

Minutes WJFF DCOC meeting 5/21/21
Submitted by Judith Schwartzstein, Chair
Approved Sept 15, 2021

Attending: Amy Brightfield, Kirsten Harlow Foster, James Lomax, Ken Hilton, Paul Henshaw, Doug LaFrenier, Barbara Demarest, Heather Quaintance, Judith Schwartzstein, and Tim Bruno

Absent: Duncan Cooper, Jeff Barnes, Kevin Cooke, Brad Mann, Leila McCullough, John Gordon

A quorum being present the meeting was called to order at 11:03

The first part of the meeting included updates on:

- The capital campaign - approximately \$135,000 in pledges and donations toward our \$150,000 silent phase goal and \$300,000 overall campaign goal.
- Liberty construction – Tim reported that BOCES is scheduled to finish their work by mid-June and that studio integration work is on target to begin the week of July 6.
- Branding – a new graphic identity is scheduled to be presented to the BOT on Monday 5/24. If it is approved plans will be made to roll it out, including the sign in front of the Liberty property and on materials presented at the 'Groundbreaking' of the new facility on June 28 (see Events below).
- Digital developments – Paul described the website move from Bluehost to Lightsail enabling a dramatic improvement in speed. He talked about our podcasts and their distribution through Pacifica streaming to the major services and that we should be thinking about more promotion and aggregation through social media and the web. He said the front (or home) page will be redesigned, that in time the url currently being used for the capital campaign – RadioCatskill.org – will be the new outward facing web address for the station and that an internal website including resources for volunteers is in the planning stages. Paul talked about the need to design for mobile devices which now account for half of our web use. Barb described the process for PSAs which are based in the website, applauding the team of volunteer writers. Both she and Paul noted the need for additional volunteers, Paul emphasizing that training is available and serves as an opportunity for volunteers to learn new skills.

2021 Events were discussed (in chronological order):

- Online auction – Jim has been working with Tim to solicit items for the auction which will take place June 9 – 23. While a few more items are still needed, it is shaping up well and likely on target to meet the \$5,000 goal. Items are gift certificates or vouchers for experiences and services including restaurants and overnight stays, lessons and local retail establishments, valued minimally at \$50, many exceeding that. Items can be viewed and participants can register at:
<https://www.charityauctionstoday.com/auctions/WJFF-Fabulous-On-line-Summer-Auction-21580>

- 'Groundbreaking' – Tim discussed the 'Groundbreaking' of the new Liberty home to take place on Monday, June 28 at 1 p.m. The event will include remarks from locally elected officials and community leaders including State Senator Michael Martucci and Assembly Member Aileen Gunther. Tim will MC the event and Thane will speak as president of the BOT. It will be a short press event with donors, volunteers and others invited to attend. There is discussion of a possible reception afterward
- Yard Sale – an in-person yard sale, spearheaded by Kit Hult, will take place at the Liberty site July 3 and 4. No new items are being accepted as there is an accumulation of things from the last two years. Tim stated that there is lots of parking onsite but if it looked like more would be needed, he can ask BOCES and CCE, both located nearby, to take any overflow.
- Gala – There was extensive discussion about holding an in-person gala with the consensus that it should take place in September or October, a season that will still see second homeowners in the area. The question of who might receive our community awards created a lively discussion, many thinking they might be focused on those who made great contributions to the community during the pandemic, including health care workers, teachers, and local civic and service organizations. The Events subcommittee will discuss further. The financial goal is \$20,000.
- Music sale – Tim reported that the music sale is, as usual, scheduled for the Saturday after Thanksgiving but that the venue is still under discussion – either at the station's Liberty property or again at the White Sulphur Springs Firehouse. He said the music sale team is already at work, selling items through e-bay and that some items will also be sold at the yard sale. \$1,000 has already been raised toward the \$10,000 goal.

DCOC structure

As a new Board year begins July 1, Judith asked the group if they felt the structure for DCOC employed this year – fewer full committee meetings and most of the work taking place in sub-committees – was effective. There was unanimous agreement that the structure does work and should be continued.

The meeting was adjourned at 11:55.

WJFF Nominating and Governance Minutes DRAFT

Wednesday August 18, 2021

Online on Zoom 3pm

Committee Members In attendance: Amy Brightfield, Barbara Demarest, Kathy Geary, Angela Page

Committee members absent: none

Public in attendance: Kevin Cooke (online 3:02 – 3:10pm)

Meeting called to order at 3:02pm.

MOTION (Brightfield / Page): to approve the minutes June 10, 2021

In favor: Amy Brightfield, Angela Page, Kevin Cooke (committee member 2020-2021)

Opposed: None

Abstain: Barbara Demarest, Kathy Geary (absent)

MOTION (Brightfield / Page): to approve the minutes August 8, 2021

In favor: Amy Brightfield, Barbara Demarest, Angela Page

Opposed: None

Abstain: Kathy Geary (absent)

To accommodate the staff schedule and workload, the volunteer election schedule was pushed out one week with the election results announced at the BOT meeting on Monday Oct 25. As with last year's volunteer election, Kit Hulit (staff) and Amy Brightfield will meet in person to count the volunteer ballots.

Kit Hulit will announce the election to the eligible volunteers via email and include the fact that this seat will be a two-year term from 2021 – 2023. This will stagger our BOT terms with four seats ending in 2022, five ending in 2023 and six ending in 2024.

When the Annual BOT election is held in June 2022 there will be one new open seat which will be a one-year term to balance the staggered terms as closely as possible.

Barbara asked about a skills assessment for the open seat in 2022. Potential nominees for 2022 were discussed. If this should be a volunteer election was discussed since we can have three volunteer elected seats and will only have two volunteer elected seats at that time. We'll gauge the response for the current volunteer election and make a recommendation.

There will be three returning members who can run for their second terms in 2022. Amy Brightfield will contact them individually to see if they plan to run for a second term. Sara Stuart, Kevin Cooke, Judith Schwartzstein.

A BOT member self-assessment will be done in March/April 2022.

Discussion was held about the size and number of sub-committees in DCOC. It was agreed there is no need to break them out into separate committees, for instance the Digital committee, since they are working groups and not a deliberative body. Their meetings are made open to the public and minutes are posted quarterly.

Barbara asked about document retention and posting station policies for the public on the website. Kathy reports that Sally Stuart is tasked with that and will ask for a progress report.

MOTION (Page / Geary): to elect Amy Brightfield as the Chair for the Nominating and Governance committee for 2021-2022.

In favor: Amy Brightfield, Barbara Demarest, Kathy Geary, Angela Page

Opposed: None

Abstain: None

We agreed to upcoming meetings on Wednesday Sept 15 and Oct 20 at 2pm via ZOOM.

Public Comments – none

MOTION (Page / Geary) to adjourn at 3:50pm

In favor: Amy Brightfield, Barbara Demarest, Kathy Geary, Angela Page

Opposed: None

Abstain: None

Submitted by Kathy Geary

Memo To: WJFF Board of Directors

From: Sally Stuart and Clay Smith, Co-Chairs of the Strategic Planning Work Group

Re: Strategic Planning Working Group Updates

Since the August board meeting, we have met to orient and define the work of five small committees that are drafting goals, actions and measures of success that will enable WJFF to achieve our plans priorities. They are:

Strategic Plan Priorities:

1. Fostering a larger, more diverse, more representative audience
2. Developing a local news component, and continuing to grow other local programming
3. Expanding our digital presence
4. Building the financial foundation to meet these goals

The small committees are each focused on a specific key result areas or spheres of our work:

1. Digital Presence
2. Local Programming and News
3. Community Outreach and Audience Engagement
4. Fundraising, and
5. Operations (HR-Personnel/Strengthening systems, Succession Planning, supporting staff and volunteers, DEI; Finance and Compliance, Facilities, Governance)

Each area will contribute to achieving the four Strategic Priorities. We will report back with our draft of these targeted goals at the next board meeting. We will begin drafting the 2022-2026 WJFF Strategic plan in the coming month and expect to complete it later in November.

Many thanks to the committee members for all their time and help and to Tim for his essential contributions to this effort.

WJFF Radio Catskill Board of Trustees Meeting DRAFT

August 9, 2021 at 6:00pm

ZOOM virtual meeting online

and In-person at the Sullivan County Visitors Association, Conference Room, Liberty, NY

Trustees Present: Jeff Barnes, Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart

Trustees Absent: Michael Williams

Staff Present: Tim Bruno

C.A.B. members: Joseph Abraham

Members of the public present who identified themselves: Sonja Hedlund, Rosie Starr, Paul Henshaw

Kirsten Foster calls the meeting to order at 6:06pm and welcomes everyone, meeting in person with plans to return to ZOOM meetings in the Winter.

Kirsten encourages people to use the Google drive to maintain WJFF documents and policies. The BOT minutes are already stored on Amazon Web Services for public access on the website <https://wjffradio.org/board-of-trustees-meeting-minutes/> and will not be included in the Google Drive.

Jeff Barnes joins the meeting at 6:42pm.

Discussion was held about committee assignments with a reminder to appoint Non-BOT members to DCOC and Facilities. (DCOC Development and Community Outreach Committee)

Motion (Demarest / Geary): to appoint the following Non-Trustees as members to the following committees for 2021-2022: DCOC/Events - Jim Lomax, Heather Quaintance; DCOC/Fundraising, Grants – Jim Lomax, Ken Hilton; DCOC/Digital – Heather Quaintance, Paul Henshaw; DCOC – Membership – Doug LaFraneer; Facilities – Kit Hulit, David Dann, Steve Richter
In Favor: Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart
Opposed: None
Abstained: Jeff Barnes (absent)

Motion (Geary / Cooper): to approve the minutes from the BOT 6-30-2021 Part 1, the final annual meeting for the 2020-2021 Term.
In Favor: Amy Brightfield, Kevin Cooke, Duncan Cooper, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart
Opposed: None
Abstained: Jeff Barnes (absent), Dale Blagrove, Barbara Demarest

Motion (Geary / Stuart): to approve the minutes from the BOT 6-30-2021 Part 2, the first meeting for the 2021-2022 Term.
In Favor: Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart
Opposed: Barbara Demarest
Abstained: Jeff Barnes (absent)

Sally Stuart, Audit Committee, Chair

The 2020 Annual Audit was submitted by Sickler, Torchia, Allen & Churchill, CPAs, PCs and the committee recommends the BOT to approve (see attached). This report is required by the Corporation for Public Broadcasting as a condition to receive the annual grant and is usually due in early May. We have gotten an extension to submit it in August.

Motion (Geary / Page): to approve the 2020 Annual Audit RADIO CATSKILL AUDITED FINANCIAL STATEMENTS DECEMBER 31, 2020 as submitted by Sickler, Torchia, Allen & Churchill, CPAs, PCs.

In Favor: Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart
Opposed: None

Abstained: Jeff Barnes (absent)

Motion (Geary / Stuart): to approve the portion of these minutes related to the Annual Audit report.

In Favor: Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart
Opposed: None

Abstained: Jeff Barnes (absent)

Joseph Abraham, Community Advisory Board (CAB), Chair

The BOT liaison at the recent CAB meeting on 7/22 was Barb Demarest. The Youth Involvement task force is making slow progress as pandemic issues and CDC guidelines are affecting the school districts. The CAB has received public input that there should be more local programming and this has been reported to the station staff. The CAB has invited Kirsten Foster and Sally Stuart to the next CAB meeting.

Tim Bruno, General Manager

The current pledge drive will end on August 14 regardless of the total raised which to date is \$32K with a goal of \$40K. See GM Report attached.

Amy Brightfield, Nominating and Governance, Chair

The resignation of Brad Mann in June leaves one seat open for a volunteer election. The By Laws require the board to have at least two but no more than three seats elected by the station volunteers. Currently there is one volunteer elected seat, Barbara Demarest.

Motion (Brightfield / Page) to hold a volunteer election for one seat with the results announced at the October BOT meeting.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart

Opposed: None

Abstained: None

Motion (Stuart / Page) to provide a schedule for the volunteer election process to staff who will implement the election in time for the October BOT meeting.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart

Opposed: None
Abstained: None

Discussion was held about the staggering of terms on the BOT and the upcoming volunteer election. We currently have terms with four seats ending 2022, four seats ending 2023 and six seats ending 2024. The By Laws require terms are staggered as equally as possible, for instance 15 seats with five seats ending each term.

Motion (Stuart / Page) to set the term limit for the upcoming volunteer elected seat to two years ending as of the annual meeting in June 2023.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Leila McCullough, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart

Opposed: None
Abstained: None

Clay Smith, Strategic Planning Work Group (SPWG), Chair

See attached report from 8/1. The SWOT analysis is done. There were about 20 people on the last meeting to discuss diversity. Another meeting by phone will be held on Oct 12. The group will develop five-year goals with five categories and teams assigned to each goal.

Judith Schwartzstein, DCOC, Chair

The committee has not met since 6/30.

The Capital Campaign has entered the public phase with a goal of \$160,500.

Digital committee – a live web cam showing progress at the Liberty property might drive traffic to the website.

WJFF brochures are finished and mailed.

Tabling is scheduled for next Saturday at Morgan Outdoors sports.

Suggest the BOT members consider hosting private parties, cocktails and or dinners for fundraising.

Perhaps a Donor recognition wall at the new facility in Liberty is a good idea.

GALA is scheduled for Sept 30 at Callicoon Hills honoring our Healthcare Heros. Tickets are \$30. The goal is raising \$20K. There will be a printed journal for the GALA with advertising sales.

Leila McCullough leaves the meeting at 7:19pm.

Duncan Cooper, Treasurer, Finance Committee, Chair

The new finance reports from NETA will be available starting in September.

WJFF did not win in the bidding for a new FCC Broadcast license in Narrowsburg. We bid \$62K. It was won by Bold Gold Media (commercial radio).

A new budget for the **Liberty studio** was presented including new estimates from Collier Construction. The total costs for Phase 1 are \$203K with \$138K outstanding. The quote for Phase 2 for construction is \$379K and for digital equipment and installation \$250K.

The first broadcast from the Liberty studio will be Q1 2022.

Public Comments

Sonja Hedlund asks if it is worth it to spend so much on the Liberty studio. The original budget was \$450K. With so many people recording their programs at home she asks if it is a good decision to build a new studio at all costs.

Motion to adjourn. (Geary/Brightfield) at 8:03pm

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Kevin Cooke, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Angela Page, Judith Schwartzstein, Clay Smith, Sally Stuart

Opposed: None

Abstained: Leila McCullough (absent)

Submitted by Kathy Geary, Secretary