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WJFF Radio Catskill Board of Trustees Meeting Minutes

May 24, 2022 at 6:00pm

Approved 6/29/2022

Virtual meeting online and in person at the North Branch Inn, North Branch, NY

Trustees Present: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Clay Smith, Sally Stuart

Trustees Absent: Leif Johansen, Leila McCullough, Judith Schwartzstein, Michael Williams

Staff Present: Tim Bruno, Patricio Robayo

C.A.B. members: none

Members of the public present who identified themselves: Mary Ann Novak, accountant

A quorum being present, Kirsten Foster called the meeting to order at 6:05pm.

Audit Committee

Sally Stuart, Chair, introduced Mary Ann Novak from MMQ auditors. We reviewed the 2021 annual audit documents and identified some reclassifications for some expenses. Total assets for 2021 \$1.457M up significantly from 2020 \$830K.

There is a Corporation for Public Broadcast (CPB) filing deadline of May 31, so we need to vote on accepting the audit today to meet that deadline. The final audit report will be due May 31.

MOTION (Stuart / Barnes): to approve the 2021 audit as presented today with the necessary changes to functional allocations as discussed with the final report due by May 31, 2022.

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

Opposed: None

Abstaining: None

Community Advisory Board (CAB)

Kirsten Foster presented the report in the absence of Joseph Abraham, Chair. We reviewed the recommendations from the CAB based on the recent survey they conducted (see attached). The local News coverage was strongly supported. They will submit their report to the CPB.

The committee has requested the appointment of current member Dick Riseling to a second term on the CAB.

MOTION (Foster / Cooper): to accept the CAB annual report and recommendations.

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

Opposed: None

Abstaining: None

MOTION (Foster / Cooper): to appoint Dick Riseling to a second term on the CAB as requested.
In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Clay Smith, Sally Stuart
Opposed: None
Abstaining: None

MOTION (Geary / Foster): to approve the minutes from the BOT meeting April 25, 2022.
In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Barbara Demarest, Kirsten Foster, Kathy Geary, Clay Smith, Sally Stuart
Opposed: None
Abstaining: Duncan Cooper

Tim Bruno, General Manager Report

See attached.

Finance Committee, Duncan Cooper, Chair

The ZETA broadcast software and equipment needs to be installed at the Honesdale studio for the remote studio to continue operating. The estimated cost is \$15,000.

Duncan presented the Balance sheet and Income statements (see attached) and estimates we will have six months operating expenses on hand after the Liberty studio construction is complete. He recommends we approve the sale of up to \$120K from the Vanguard investment funds to complete construction.

MOTION (Cooper / Demarest): to approve the \$15,000 purchase of ZETA Broadcast software and equipment for installation at the Honesdale PA studio with costs being paid from the operations budget.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Clay Smith, Sally Stuart
Opposed: None
Abstaining: None

MOTION (Geary / Foster): to approve the portion of these minutes related to the \$15,000 purchase of ZETA Broadcast software and equipment.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Clay Smith, Sally Stuart
Opposed: None
Abstaining: None

MOTION (Geary / Foster): to accept the recommendation of the Finance committee and approve the sale of up to \$120,000 in assets from the WJFF Vanguard Investment accounts to pay for construction costs at the Liberty NY Studio.

In Favor: Jeff Barnes, Dale Blagrove, Amy Brightfield, Duncan Cooper, Barbara Demarest, Kirsten Foster, Kathy Geary, Clay Smith, Sally Stuart
Opposed: None

Abstaining: None

MOTION (Geary / Foster): to approve the portion of these minutes related to the sale of Vanguard Investments.

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

Opposed: None

Abstaining: None

DCOC, Judith Schwartzstein, Chair

Kirsten reports in Judith's absence. The Capital Campaign goal is \$300K and we are currently \$62K short of that goal. The committee will pursue final donations to cover it. The Beaverkill Valley event on June 18 at 4pm is coming up and we hope to raise campaign funds. The new FCC broadcast license covers their area.

SUNY Sullivan students have been designing the Donor Wall for the Liberty studio which will be a digital display in the lobby/community room.

The August Community Awards have been rescheduled to Thurs. September 22 with the venue at Eldred Preserve.

Tabling and meeting the public over the summer is planned for Riverfest, Trout parade, Deep Water Literary Festival and more. We have new Radio Catskill brochures available to hand out. We have other merch with the tagline "Listen Local".

Nominating & Governance Committee, Amy Brightfield, Chair

The annual election takes place at the BOT meeting on June 29. There are two meetings on that date as the first term closes out and the new term begins. We have a new seat that has opened up due to the decision by Judith Schwartzstein not to run for a second term. There are five seats open, including one returning member Sally Stuart. Nom & Gov extended the deadline to submit candidate applications to June 6 as we have five seats but only four candidates.

MOTION (Geary / Foster): to congratulate Angela Page for receiving the DJ Folk Award for her weekly broadcast program "Folk Plus".

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

Opposed: None

Abstaining: None

MOTION (Geary / Demarest): to adjourn at 7:57pm

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

Opposed: None

Abstaining: None

Submitted by Kathy Geary, Secretary

Radio Catskill General Manager Report

Tim Bruno
May 24, 2022

Overview

- Liberty
- FCC Update
- Save The Dates
- Programming

Liberty



Rack Room

Give Me Liberty



New Digital Audio Board



Master Control



Give Me Liberty



Give Me Liberty

Save The Dates

Summer 2022

July 22-August 6

Summer Fund Drive

August 17 -31

Amazing August Online Auction

September 22

Radio Catskill Community Awards

FCC Updates

License & Translator

LICENSE

- The FCC license renewal for WJFF has been granted
- Expires June 1, 2030
- As expected, the license renewal for W233AH remains pending because it is silent

TRANSLATOR

- Not selling based on offer
 - Powering back up before June 10 at Monticello location
 - Resets the clock for another year if we want to move it
-

Programming

Special Coverage - January 6 Hearings

The House Select Committee to Investigate the January 6th attack on the US Capitol is planning to hold eight hearings in the month of June. NPR News is making preparations for live, anchored Special Coverage.

We will carry these hearings live. Tentative schedule (**not for air or publication and for planning purposes only**):

- June 9 – 8pm start
- June 13 – 10am start
- June 15 – time TBD
- June 21 – 8pm start
- June 23 – 8pm start
- June 30 – time TBD

We are expecting two additional dates to be added, as well.



The Local Edition

- Tonight: NY Assemblywoman Aileen Gunther on NY Redistricting
- May 30: Sullivan County Memorial Day Ceremony
- May 31: Voter Rights Forum in Collaboration with the Sullivan County Chapter of NAACP & EB Crawford Public Library
 - Voting in School Board elections, the process of getting elected at the local level, the data on voter turnout in Sullivan County, and why local elections are as important as national elections
 - Dr. Sean Wall-Carty, Town Council in Fallsburg and the Fallsburg Central School District Board of Education
 - Barbara Van Benschoten former Chair of Voter Services, League of Women Voters of New York, and current member of its Board of Directors
 - Covering the redistricting process in NYS, how to register to vote and check your voter registration status, voting rights abuses, handling challenged or provisional ballot scenarios, obtaining an absentee ballot, the early voting process, and serving as a poll watcher or an election inspector.
 - Brandon Holmes, Hudson Valley Regional Director at the New York Civil Liberties Union.
 - Barbara Schmitt, community activist and owner of Diversified Corporate Services, specializing in telecommunications solutions, broadband and renewable energy

AWARD WINNING

Radio Catskill has won awards in the New York State Broadcasting Association's 56th Annual Awards for Excellence in Broadcasting competition in the following categories:

OUTSTANDING PUBLIC AFFAIRS PROGRAM OR SERIES: "THE LOCAL EDITION"

Guest: Dr. John Moore, Weill Cornell Virologist

Jason Dole, Host, and Patricio Robayo, Producer

OUTSTANDING INTERVIEW: JOHN J. LENNON "PRISON JOURNALISM"

Patricio Robayo, Reporter and Producer

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WJFF Radio Catskil Board of Trustees

Meeting Agenda May 24, 2022 6pm

The North Branch Inn, North Branch NY and online

- i. Introduction
- ii. Public Comment Opportunity
- iii. CAB Update, including Recommendations Review
- iv. Staff & Programming Update
- v. Liberty and Capital Campaign Update, including SUNY Sullivan work
- vi. Treasurer's Report & Finance Update
- vii. DCOC Update, including BVI event
- viii. Nom & Gov Update (Recruitment Update)
- ix. Personnel Update
- x. Audit Committee Update
- xi. Public Comment Opportunity

WJFF
INCOME STATEMENT
For the Four Months Ending April 30, 2022

	Total April 2022	YTD Budget	Budget \$ Variance	Remaining Budget FY22	FY 2022 Budget	Prior Year-To-Date	Actual YTD to PY Variance
OPERATING REVENUE							
Membership	64,211	69,800	(5,589)	164,289	228,500	63,319	892
CPB CSG	0	0	0	124,630	124,630	0	0
Government Grants	0	0	0	10,000	10,000	200,631	(200,631)
Other Grants	0	0	0	10,000	10,000	100	(100)
Underwriting	13,135	14,800	(1,665)	36,865	50,000	9,190	3,945
Benefit Income - Auction/Other	306	0	306	21,694	22,000	0	306
Benefit Income - Music Sale	3,983	3,200	783	6,017	10,000	377	3,606
Benefit Income - Yard Sale	0	0	0	1,500	1,500	0	0
Merchandise Sales	394	1,900	(1,506)	6,306	6,700	2,913	(2,519)
Car Talk Donations	4,398	3,000	1,398	5,602	10,000	4,267	131
Other Income	107	60	47	43	150	24	83
Endowment	9,421	0	9,421	(9,421)	0	0	9,421
Inkind Revenue	0	0	0	3,000	3,000	0	0
OPERATING REVENUE	95,955	92,760	3,195	380,525	476,480	280,821	(184,866)
OPERATING EXPENSES							
Wages	52,951	50,064	2,887	109,755	162,706	44,808	8,143
PR Taxes & Benefits	13,943	12,256	1,687	23,927	37,870	14,609	(666)
Program Acquisitions & Fees	28,247	28,742	(495)	40,908	69,155	19,239	9,008
Utilities	13,853	6,893	6,960	8,310	22,163	6,564	7,289
Dues & Subscriptions	115	0	115	385	500	345	(230)
Communications	3,706	5,394	(1,688)	12,384	16,090	6,471	(2,765)
Repairs & Maintenance	3,437	4,333	(896)	9,563	13,000	7,439	(4,002)
Property & Liability Insurance	1,324	1,100	224	7,176	8,500	1,197	127
Independent Contractors	2,750	3,600	(850)	10,550	13,300	3,606	(856)
Professional Fees	8,744	21,000	(12,256)	35,256	44,000	(1,430)	10,174
Benefit/Fundraising expense	5,486	2,740	2,746	10,479	15,965	4,863	623
Bank and Credit Card Fees	4,391	7,330	(2,939)	17,659	22,050	1,661	2,730
Rent	6,340	4,740	1,600	7,880	14,220	3,140	3,200
Merchandise Expense	38	548	(510)	1,612	1,650	79	(41)
Supplies & Other Office Expense	13,596	8,812	4,784	12,839	26,435	4,061	9,535
InKind							
TOTAL OPERATING EXPENSES	158,921	157,552	1,369	308,683	467,604	116,652	42,269
NET OPERATING INCOME	(62,966)	(64,792)	1,826	71,842	8,876	164,169	(227,135)

NON-OPERATING							
Investment Income	(11,033)	20	(11,053)	11,093	60	2	(11,035)
Liberty Capital Campaign	190,916	0	190,916	(190,916)	0	78,812	112,104
Capital Campaign Expense	1,146	0	1,146	(1,146)	0	0	1,146
TOTAL NON-OPERATING	178,737	20	178,717	(178,677)	60	78,814	99,923
NET INCOME	115,771	(64,772)	180,543	(106,835)	8,936	242,983	(127,212)

WJFF
BALANCE SHEET
For the Four Months Ending April 30, 2022

	April 2022	April 2021	Net Change
ASSETS			
Current Assets			
Cash and Investments			
Operating Cash	338,044	392,746	(54,703)
Capital Campaign	38,775	59,224	(20,449)
Liberty Capital Improvements	0	90,865	(90,865)
Investments	183,484	176,542	6,943
Endowment	19,850	0	19,850
Total Checking/Savings	580,153	719,377	(139,224)
Accounts Receivable			
Accounts Receivable	5,330	5,000	330
Grants Receivable	150,000	0	150,000
Prepays and Other Assets	576,068	27,138	548,929
Total Accounts Receivable	155,330	5,000	150,330
Total Current Assets	1,311,550	751,515	560,035
Fixed Assets			
Land	0	49,209	(49,209)
Equipment	535,927	506,230	29,697
Building & Improvements	361,057	312,115	48,942
Accumulated Depreciation	(576,439)	(541,088)	(35,351)
Total Fixed Assets	320,546	326,467	(5,921)
TOTAL ASSETS	1,632,096	1,077,982	554,114
LIABILITIES & EQUITY			
LIABILITIES			
Accounts Payable	3,257	127	3,130
Payroll Liabilities	5,283	1,348	3,935
Liberty Commercial Loan	144,555	10,095	134,460
SBA Loan Payable	0	32,683	(32,683)
TOTAL LIABILITIES	153,095	44,252	108,843
EQUITY			
Unrestricted Net Assets	1,363,229	794,300	568,929
Retained Earnings	0	(3,552)	3,552
Net Income	115,772	242,981	(127,209)
TOTAL EQUITY	1,479,001	1,033,730	445,272
TOTAL LIABILITIES & EQUITY	1,632,096	1,077,982	554,114

HALLE KHO

Vice-President, Design
hallekho@gmail.com
347 678 4034

SPIRITED CREATIVE EXECUTIVE OF MULTIDISCIPLINARY TEAMS Strong focus on Product Design Innovation, Design Language Systems, Brand and User Experience from end-to-end for startups and Fortune 100 corporations. Passionate about transforming industries by designing exceptional user experiences with ground-breaking business models. Empathetic observer of the human experience and sense-maker effective at connecting the dots between behavior, technology and business insights.

- **CREATIVE LEADERSHIP:** Building, mentoring, and collaborating at local, national, and global levels.
- **MOTIVATING MANAGER:** Mentoring and managing Creative Directors; effective at fostering accomplishment, strategic thinking and inspiring risk-taking.
- **ORGANIZATIONAL TRANSFORMATION:** Aligning values, performance, architecture, and culture to change organizational processes and behaviors.
- **DESIGN THINKING:** Fusing the value creation methods of design with the value capture systems of business in commercial and social sectors.
- **INNOVATION STRATEGY:** Maximizing the effects and opportunities of disruptive innovation in developed and emerging markets.
- **CONCEPT DEVELOPMENT AND PROTOTYPING STRATEGIES:** Defining, designing, and validating concepts using a selection of research heuristics, creative methods, and prototyping methodologies.

RECENT EXPERIENCE

SAP DESIGN

VICE PRESIDENT CREATIVE STUDIO New York 2021 to present

- Promote creativity and build a design studio through culture-building rituals, open rhythms and share the rigor of design in a primarily engineering-focused environment
- Establish discipline practice areas that respond to creative demands and Design overflow in support of the SAP Design mission - to make better workforce software experiences for everyone.
- Build, train and support design teams in a collaborative product environment that aligns with the user experience strategy and product-specific paradigms.
- Create the playbook for the SAP Design process, UX comprehension, design research and strategy development, partnership between design and engineering, visual direction, communications strategy and thought leadership.
- Responsible for hiring within the parameters of a global strategy
- Provide guidance and thought leadership on Design Strategy, Process and Leadership

FROG DESIGN

EXECUTIVE DESIGN DIRECTOR New York 2018 to 2021

DESIGN DISCIPLINE LEAD

CREATIVE DIRECTOR New York 2017 to 2018

- Oversaw frog's Design Discipline for the New York studio
- Responsible for quality and delivery of all projects
- Built and directed multidisciplinary teams (including interaction and visual designers, researchers, animators, strategists, technologists, and engineers) end-to-end and compelling user experiences for Fortune 100 companies
- Oversaw +/- 55 people with minimum of 12 direct reports
- Developed long-term client relationships, won over \$5M in new business, crafted effective programming and built high-functioning teams
- Supported and mentored junior and senior designers, promoted career growth and boosted performance
- Fostered strong partnership with Engineering colleagues and client teams
- Responsible for evaluating, coaching, hiring, terminating and promoting
- Created tools for career management (competency model, performance tracker, career journal) and for design leadership (defining the Culture of Critique, Design Leadership manual)

EDUCATION

CONCORDIA UNIVERSITY

Montreal, Canada 1996

Bachelor of Fine Arts

LECTURES

PARSONS SCHOOL OF DESIGN

New York, NY. April 2018

Trends and marketing in book design

NYU SCHOOL OF PROFESSIONAL STUDIES

New York, NY. November 2017

Exploring User Interface design - importance of process and branding

ARTICLES

FROG VOICES June 2020

"How to Foster More Empathetic Design Leadership"

DESIGN MIND December 2019

"Building a Studio Culture of Critique"

DESIGN MIND April 2018

"Taking Risks Inside the Design Process"

RECOGNITION

MUSE BY CLIO June 2020

"2 Minutes with ... Halle Kho, ECD at Frog Design" A Canadian's adventure in the NYC design world

INNOVATIVE BRAND AWARD, NYC 2011

NOOK OOH ads were awarded at the Internet Marketing Association's Annual Conference

MOMA, NYC 2011

In conjunction with development company, Quantize, myblocknyc.com was shown at the Talk to Me exhibit

COOPER-HEWITT, NYC 2010

tommy.com (@Radical Media) won Best in Class by the Cooper-Hewitt Museum in 2010 for Technology and Design.

HALLE KHO

347.678.4034

hallekho@gmail.com

WORK EXPERIENCE

SAP DESIGN / 2021 to present

Vice-President Creative Studio. The Creative Studio is responsible for envisioning the guidance and inspiration for informed, intentional creative solutioning for the Product Engineering team at SAP Design. Building this team from scratch, I have created 4 practice areas by which our work can impact: Experience & Research, Storytelling & Strategy, User Experience & Product Expression and Creative Direction. Our teams are focused on bringing human-centered design research into the design process, providing enhanced narratives and future vision for new product releases, brand strategy and expression for the central design team and experimentation for future tech.

FROG DESIGN / 2017 to 2021

Executive Design Director and Head of Design at frog Design. Design strategy and innovation consulting for clients across a range of industries including healthcare, consumer goods, media, financial services, social impact, entertainment and retail. Provide vision and leadership for multidisciplinary teams crafting end-to-end strategies and compelling user experiences at the intersection of design, culture, and technology. Strong focus on Product Design Innovation, Software Delivery, Design Language Systems, Brand Design, and User Experience. Responsible for leading the interaction and visual design disciplines at frog, mentoring creative directors, and growing the quality of design innovation in the studio.

BARNES & NOBLE / 2011 to 2017

Senior Creative Director at Barnes & Noble, focused on a complete overhaul of Barnes & Noble's and NOOK's digital properties. Defining the visual design experience across the Barnes & Noble Digital Products portfolio. Leading and managing the Design Team through ideation, conception, development, execution and follow through of each experience. Creative work spans from digital products and marketing to video and print for eReaders, Tablets, and eCommerce and app platforms. Managing and directing a team of UX directors and art directors, visual designers, UX designers, copywriters, and a photography department.

MACHINA / 2010 to 2011

Creative Director at Machina, providing clients with Branding, Digital Product design and Marketing campaigns executed through digital, print, and interactive touch screen. Clients included: Beachbody, Half the Sky, Harry Winston, Henri Bendel, Impact Partners Film, Johnson & Johnson, Reporter Film, Seroquel Pharmaceuticals

RADICAL MEDIA / 2007 to 2009

Senior Art Director on Tommy Hilfiger account, developing all digital branding initiatives as well as all animation, live-action film and other digital expressions. Designed and developed all digital campaigns for Grey Goose, including a first-ever digital mixology tool allowing users to create cocktails, using a selection of photography, food pairing ideology and flavor profiles.

TIGER AND RAT DESIGN COMPANY / 2005 to 2007

Creative director, focused on developing identity, branding and digital strategies, designing database-driven websites and content management systems. Clients included: Anomaly, Armani Exchange, Business Traveler Magazine, Canon, Covergirl, Jawbone, Martha Stewart, Meetup, Nickelodeon, Victoria Secret

NELVANA, TORONTO / 2004 to 2005

Development for shows such as: Babar, Ruby Gloom, Sixteen, Willa's Wild Life, Jane and the Dragon, Grossology, Beep Beep, Mambo.

HALLE KHO

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EDUCATION AND TRAINING

CONCORDIA UNIVERSITY

Bachelor of Fine Arts, concentration: Painting and Drawing, 1996

LANGUAGE SKILLS

English, French

AWARDS AND SPECIAL PRESENTATIONS

AdAge, 2020

Uncomfortable Conversations feature

MUSE BY CLIO, 2020

"2 Minutes With..." feature

DESIGNATION, 2018

Speaker-The role of visual design in product.

INNOVATIVE BRAND AWARD, 2011

NOOK out-of-home ads were awarded at the Internet Marketing Association's Annual Conference for the NOOK reading campaign.

MOMA, NYC

Art Direction

In conjunction with development company, Quantize, myblocknyc.com was shown at the Talk to Me exhibit at MoMA in 2011.

Cooper-Hewitt, NYC

Art Direction

The tommy.com project developed at @Radical Media was awarded Best in Class by the Cooper-Hewitt Museum in 2010 for Technology and Design.

ARTICLES / REPORTS

DESIGN MIND April 2018

"Taking Risks Inside the Design Process"

DESIGN MIND December 2019

"Building a Studio Culture of Critique"

FROG VOICES June 2020

"How to Foster More Empathetic Design Leadership"

HALLE KHO

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BIOGRAPHY

Halle Kho is an Executive Design Director in the New York studio of frog, one of the world's premier design consultancies. In that role, she leads the Design Discipline in the New York Studio and is responsible for ensuring quality and inspiration across projects.

Her own client work focuses on product design innovation, design language systems, brand and user experience. Her passion for product and brand design has allowed her to gain experience in a wide range of industries, including tech, retail, fashion, e-commerce, healthcare and social media.

Prior to joining frog in 2017, Halle was Senior Creative Director at Barnes & Noble, Inc., where she oversaw the design and maintenance of the company's e-commerce website, a rebrand of BN.com and new digital product ideation. She also built a User Experience team that was able to increase traffic and sales significantly on NOOK.com and BN.com through optimization and design thinking approaches.

She has also served as a guest lecturer at Parsons School of Design and NYU School of Professional Studies.

Halle began her career in New York as a graphic designer and worked her way up on projects for high-profile clients such as Tommy Hilfiger, Grey Goose, Johnson & Johnson and Armani, serving as both a designer and art director.

She graduated with a Bachelor of Fine Arts in Painting from Concordia University in Montreal.

Halle lives in Brooklyn with her husband, two sons and their Labrador puppy.

HALLE KHO

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COVER LETTER

Dear Thomas and the Selection Committee,

In the midst of this period of global unrest, insecurity and instability, I expect that it's difficult to prioritize the timing for the hiring of the Chief Design Officer position. However, we have made such incredible strides in bringing relevance and understanding of User Experience to SAP through the strong and directed leadership of Benedikt Lehnert. We need to provide stability and drive the UX movement into enablement and throughout the Lines of Business that hold the design, values, processes, and code that we have worked so hard for.

I joined SAP Design after several years in an executive role at frog Design. I was excited about the prospect of working with Alison Rand and Benedict, and of building a design team from scratch. I hoped that I would spend a few years "on the ground" before looking for a CDO role, but with the resignation of Benedikt, and my investment into the recruiting, staffing and planning of our work, I am compelled to throw my name in the ring, as you know. Benedikt asked me to be his successor last year, and I hoped that he would stay for at least another year, with our team still forming, and COVID regulations not allowing us to even meet in person. The last month has taught me that his legacy will continue if we can keep the team as in tact as possible, and start to smooth out the models, the collaborations and activate the enablement of UX across tech.

While the timing of this shift in leadership might not be ideal for a newly formed team, the kind of leader we need next is one I am truly interested in being for SAP Design. One of the main reasons I chose to leave consultancy was because I wanted to work on making the right products, and shipping them. I spent years working for Barnes and Noble, shipping software, shipping devices, and designing with a Capital D. Leading the Creative Studio has allowed me to understand where we have holes in our process, people and product. I have a clear idea on how I will be able to hit the ground running and pick up the baton. My hope is that we will begin to iron out the federated model, grow the reputation and trust of SAP Design, collaborate with the LoBs and the global marketing team in order to pull together the work, the intention, the narrative and the engineering that we absolutely need in order to bring UX to life.

I would love to discuss any of these topics, and answer any questions you may have in person or over the air waves any time.

Sincerely,
Halle Kho

Please send completed application to:

WJFF Radio Catskill Nominating and Governance Committee

Email: nominating@wjffradio.org

Fax: (845) 482-9533

Mail: P.O. Box 546, Jeffersonville, NY 12748

Application Deadline : May 2, 2022

Prospective WJFF Radio Catskill Board Member Application

Application Date: **May 1, 2022**

Name: **Heather Quaintance**

Mailing Address: **10 Kortright Rd.**

City: **Ferndale** State: **NY** Zip: **12734**

Local Address (if different):

City: _____ State: _____ Zip: _____

E-mail Address: **heather.quaintance@gmail.com**

Home phone: n/a

Mobile phone: **518-382-9107**

Q. 1 Are you over the age of 18? Yes

Q. 2 Are you a citizen of the United States? Yes

Q. 3 Do you listen to WJFF Radio Catskill? Yes

Q. 3a (If Yes) How frequently? **Usually daily**

Q. 4 Are you a volunteer with the station? Yes

Q. 4a (If Yes) Please describe: **I've been a member of the Development and Community Outreach Committee (DCOC) for the past three years participating in various subcommittees over these years including Digital Strategy, Capital Campaign, Events, Marketing and I'm helping this year with the online auction.**

Q. 5 Why are you interested in serving as a member of the WJFF Radio Catskill Board of Trustees? **I've always been a supporter and listener of public radio and, since moving to Sullivan County, have really enjoyed Radio Catskill. I think of the station as being one of the best sources of information and entertainment in the Catskills and I want to help promote it as much as I can with my community connections.**

Q. 6 WJFF Radio Catskill Board of Trustee meetings typically take place monthly on Monday evenings in locations around the listening area. (We've been doing zoom during the pandemic.) We hope you can attend regularly as well as contribute to committee efforts throughout the year. We post the board documents and scheduling of meetings is done via email and/or the Internet. Do you foresee a problem attending board and assigned committee meetings?

No issues, I should be fine with the regular meeting schedule

Q. 7 List any nonprofit organizations you've been involved with, including any boards you have served on.

I'm currently a member of the SUNY Sullivan Foundation Board and, as mentioned above, volunteering with Radio Catskill.

Q. 8 Please describe any recent volunteer and/or leadership experience.

Our SUNY Sullivan Foundation Board meets quarterly and, while the members are primarily advisors at this stage, we anticipate being more of a working committee in the future. Aside from volunteering, in my real estate role, I encounter many newcomers to the area and I think it's important to introduce them to Radio Catskill as a resource.

Q. 9 Please check the skills or expertise you will offer the board from the list below. (Check all that apply)

<input type="checkbox"/> Accounting	<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Legal	<input type="checkbox"/> Human Resources
<input type="checkbox"/> Non Profit Mgmt	<input type="checkbox"/> Business Mgmt	<input checked="" type="checkbox"/> Event Planning	<input checked="" type="checkbox"/> Community Outreach
<input checked="" type="checkbox"/> Fundraising	<input checked="" type="checkbox"/> Administration	<input type="checkbox"/> Grant Writing	<input checked="" type="checkbox"/> Marketing/PR
<input type="checkbox"/> Systems Admin	<input type="checkbox"/> Website	<input checked="" type="checkbox"/> Social Media	<input type="checkbox"/> Broadcasting
<input type="checkbox"/> Journalism	<input type="checkbox"/> Library/Archiving	<input type="checkbox"/> Architecture	<input type="checkbox"/> Building/Construction
<input type="checkbox"/> Investment Advisor	<input type="checkbox"/> Meeting Facilitation	<input checked="" type="checkbox"/> IT/Technology	

Other Skills or Expertise:

Q. 10 Below is a list of committees of the board comprised of the Trustees. What committees work are you best suited for?

☐ Executive Committee (comprised of the board officers)
☒ Nominating and Governance Committee
☒ Finance Committee
☐ Audit Committee

Q. 11 In accordance with the requirements of the Federal Communication Act, the Board "shall establish and continuously maintain a Community Advisory Board ('CAB'), the composition of which is to be reasonably representative of the diverse needs and interests of the communities served" by WJFF Radio Catskill.

Below is a list of advisory committees that are separate from the Board. Please check those that would interest you.

☐ Community Advisory Board
☒ Development and Community Outreach

_____ Facilities and Operations
_____ Programming Committee

Q. 12 How would you like to contribute to WJFF Radio Catskill as a trustee?

I'd be happy to continue with the work I'm currently doing with Radio Catskill and use my skills and expertise to further the mission as a public service provider carrying out a range of educational, entertainment and charitable activities. Radio is an important resource in any community, especially those that are undergoing changes. Radio Catskill is an important part of this community as it welcomes new members and ideas.

Q. 13 Do you have any ideas for the future direction of WJFF?

I think continuing to grow our listenership is one of the more important goals for the station to ensure ongoing financial support. The station should provide increased opportunities to engage our community, particularly our youth, to share their experiences and ideas with a broader audience.

Q. 14 Please provide any additional comments or information about yourself that you would like to share with us.

As a real estate agent in Sullivan County, I work with many locals as well as newcomers to our community so it gives me an opportunity to spread the word about Radio Catskills! I also have a strong connection to SUNY Sullivan for any collaborative efforts on this front 😊

About WJFF Radio Catskill

Members of the WJFF Radio Catskill Board of Trustees help to lead one of our region's most valued community assets by contributing their time and skills to advance the mission of a public radio station that is a model of innovation, inclusion and creativity in the world of community broadcasting.

The Board of Trustees manages the Corporation and retains legal and fiduciary responsibility for its management; makes all decisions of policies; ensures compliance with Corporation for Public Broadcasting, FCC and other Federal and State requirements and sets strategic direction for the organization; ensures compliance with Radio Catskill Bylaws. Additional details of board member responsibilities will be provided to all prospective board members.

Mission Statement: WJFF Radio Catskill is a locally owned, independent, non-commercial, member supported, community radio broadcaster and public service provider carrying out a range of educational and charitable activities. We make available to our community, and from our community, a broad range of ideas and ideals, education, information and entertainment, analysis and inspiration useful to a full and enlightened life.

Thank you for your interest in WJFF Radio Catskill.

Please send completed application to:

WJFF Radio Catskill Nominating and Governance Committee

Email: nominating@wjffradio.org

Fax: (845) 482-9533

Mail: P.O. Box 546, Jeffersonville, NY 12748

Application Deadline : May 2,, 2022

Prospective WJFF Radio Catskill Board Member Application

Application Date:

Name: Kristina Smith

Mailing Address: 703 N. Branch Callicoon Center Road

City: State: Zip: North Branch, NY 12766

Local Address (if different):

City: NA State: _____ Zip: _____

E-mail Address:

Home phone: NA Mobile phone: 917.690.6911

Q. 1 Are you over the age of 18? ☒

Q. 2 Are you a citizen of the United States? ☒

Q. 3 Do you listen to WJFF Radio Catskill? ☒

Q. 3a (If Yes) How frequently? every other day

Q. 4 Are you a volunteer with the station? ☐

Q. 4a (If Yes) Please describe Not a volunteer but have partnered w/
WJFF on fundraising initiatives

Q. 5 Why are you interested in serving as a member of the WJFF Radio Catskill Board o Trustees? _____

Honestly just love the station & the work it does.
Simple as that! ♥

WJFF Radio Catskill Board of Trustees Meeting Minutes DRAFT

April 25, 2022 at 6:00pm

Virtual meeting online and in person at the Delaware Valley Arts Alliance, Narrowsburg, NY

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

Trustees Absent: Judith Schwartzstein

Staff Present: Tim Bruno, Patricio Robayo

C.A.B. members: Joseph Abraham

Members of the public present who identified themselves: none

A quorum being present, Kirsten Foster called the meeting to order at 6:03pm.

MOTION (Geary / Stuart): to approve minutes from the BOT meeting on March 7, 2022.

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

Opposed: None

Abstaining: Michael Williams

CAB (Community Advisory Board) Joseph Abraham, Chair

Joseph reports a summary report for the recent listener survey is being prepared. There were a total of 292 responses and increase from the previous survey with 72 responses. There was only 1 response to the Spanish version. Discussion was held on how to increase response – in person surveys at churches and laundromats; tabling event at the Hispanic Festival in Monticello. Joseph will consult with Rebecca Rivera (Patricio's wife) who is the Spanish editor at the Sullivan County Democrat newspaper. Responses to "How do you listen" were first choice car radio, second choice home radio and also mobile and website. Most popular programs were music then news and talk. When asked to rate approval from 1 – 5 most responses were a 4 or a 5, very good rating. "The Local Edition" was the most popular show.

The CAB will prepare a report to submit to the CPB soon. They offered a restaurant gift card contest to survey participants which probably increased the response to this survey.

General Manager Report, Tim Bruno (see attached)

There is still \$69K to raise for the Capital Campaign.

The students at SUNY Sullivan in Marketing were assigned to design the Donor Wall at the Liberty station. They're very excited and presented their designs. The Donor Wall will be a digital installation in the Liberty Station entrance.

Finance, Kirsten Foster reporting for Duncan Cooper

We reviewed the financials for the Liberty station construction and we walked thru the budget, and our plan for how we are financing through a mix of our Jeff loan, savings, investment liquidation and capital fund.

DCOC, Kirsten Foster reporting for Judith Schwartzstein

There will be a concert at the Beaverkill Valley Inn on June 18 to support the Capital Campaign. There are 50 tickets available.

Jeff Barnes is producing the Liberty Station Opening for July 4 “Give Me Liberty” from Noon to 4pm. There will be a ribbon cutting ceremony, DJs will spin music and Food vendors will be there including a mobile pizza oven. The studio will be an Open House for tours. The Liberty Rotary Club will attend.

Nom & Gov, Chair Amy Brightfield

WJFF By Laws Proposed Amendments were sent to each BOT member via email for review and published on the WJFF website for the public. The Executive Committee met with the Nom & Gov committee on March 25th. The committee viewed and shared a spreadsheet with all 27 proposed changes. Each change was identified by the Article number and section number. The original text was included in full and the amended text was presented alongside the original text. Any additions or deletions were indicated in red. Every item was discussed and the reason for each change was clarified. The executive committee made a motion to recommend that the BOT vote to approve all changes as presented by the Nom & Gov committee. See the Attached spreadsheet for all the details.

Special thanks to Barbara Demarest who did the initial By Laws review and Leif Johansen who maintained the Google Spreadsheet with all the details and notes.

MOTION (Geary / Demarest): to approve all the proposed amendments to the WJFF By Laws as presented by the Nominating and Governance committee and approved and recommended by the Executive Committee.

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

Opposed: None

Abstaining: None

The Nominating and Governance committee will present a slate of candidates for the BOT election at the meeting in May. There are two members who can run for a second term and three new seats opening up. The Election is held at the meeting on June 29, 2022.

Results from the recent Skills assessment survey were shared. We need an attorney and accountant to round out the board. We also need to consider diversity and include people with Spanish language skills and background.

Personnel, Clay Smith, Chair

The committee completed the annual evaluation for Tim Bruno, General Manager and were very pleased with his performance. Highlights include managing the move from Jeffersonville to Liberty; revenue targets were high and were met; fund raising ideas; more local news “The Local Edition”; re-branding for more visibility. Next year’s goals align nicely with the vision statement as prepared by the

Strategic Planning Work Group and include: complete the move to Liberty; increase listener donations; expand news and music programming; increase diversity; prepare staffing plan going forward.

Audit, Sara Stuart, Chair

The committee will meet with the auditors, dates TBD, to review 990 forms and the annual statement.

Strategic Planning Work Group, Clay Smith Chair

The committee recommends checking in on the progress of the strategic plan initiatives twice per year, beginning in August 2022.

Public Comments: None

MOTION (Johansen / Demarest): to adjourn at 7:36pm

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

Opposed: None

Abstaining: None

Submitted by Kathy Geary, Secretary

WJFF Radio Catskil Board of Trustees

Meeting Agenda May 24, 2022 6pm

The North Branch Inn, North Branch NY and online

- i. Introduction
- ii. Public Comment Opportunity
- iii. CAB Update, including Recommendations Review
- iv. Staff & Programming Update
- v. Liberty and Capital Campaign Update, including SUNY Sullivan work
- vi. Treasurer's Report & Finance Update
- vii. DCOC Update, including BVI event
- viii. Nom & Gov Update (Recruitment Update)
- ix. Personnel Update
- x. Audit Committee Update
- xi. Public Comment Opportunity