

# **WJFF Radio Catskill Board of Trustees Meeting Minutes**

**August 1, 2022 at 6:00pm**

Approved 9.12.2022

ZOOM virtual meeting online and In-person at WJFF, Liberty, NY

**Trustees Present:** Jeff Barnes, Dale Blagrove, Amy Brightfield, Katie Childs, Duncan Cooper, Barbara Demarest, Kirsten Harlow Foster, Leif Johansen, Halle Kho, Leila McCullough, Heather Quaintance, Clay Smith, Kristina Smith, Sally Stuart, Michael Williams

**Zoom:** Jeff, Leif, Katie, Krissy, Michael

**Staff Present:** Tim Bruno, Patricio Rubio

**C.A.B. members:** Joseph Abraham

**Members of the public present who identified themselves:** Sonja Hedlund

1. **President's Welcome** – A quorum being present, Kirsten Foster opened the meeting at 6:04.

2. **Approval of Last Meeting's Minutes Part 1 and Part 2**– Sally Stuart

- **MOTION** To approve minutes of June 29 BOT meeting Part One (Stuart/Demarest) all in favor, except for Jeff and Leila who abstained as they were absent
- **MOTION** To approve minutes of June 29 BOT meeting Part Two (Stuart/Cooper) all in favor, except for Heather who abstained as she did not attend.

3. **CAB (Community Advisory Board) Joseph Abraham, Chair**

The WJFF CAB recommends that the station seek a host based in Sullivan County for a show in Spanish. They appreciate the station's efforts to reach the local Spanish-speaking community by adding three shows to the rotation. The CAB also remains committed to reach out and gather feedback from the local Spanish-speaking population, but, in the meantime, they suggest that having a host people from the local community would provide further incentive to tune in and listen.

Gloria has termed out of the CAB. Many thanks to her for all she has done for the CAB. Joe will step down at the end of October when his first term is up. He is interested in continuing to be involved in the station. The CAB will determine who his successor will be.

The next CAB meeting will be Thursday, September 8 at 6 p.m. on Zoom and the guest speaker will be Sullivan County Substance Use Task Force, Co-Chair Wendy Brown.

4. **General Manager Report – Tim Bruno (see attached)**

WJFF is in the midst of the summer fun drive and we have raised \$25K. We need to raise a total of \$50K by 8/6. Board members can help spread the word. Matching challenges work to motivate giving and we can do more in this area. Also, board members can help promote and support 2 for 1 PSAs for a charity.

The dish is slated to be delivered tomorrow. It will allow WJFF to transmit directly to the tower transmitter which we expect will solve the drop outs that we have been having. Tim hopes to have it set up and transmitting within a few weeks. He has been successful in attracting in new volunteers.

## 5. **Board & Committee Assignments, Goals & Discussion**

Kirsten introduced the Committee assignments and the general structure of the board meetings. There is an omission in the list of committee assignments; we will add Leif to Nominating and Governance Committee and delete the duplicate listing of Leila. The facilities committee is a newly refocused on the possibility of adding frequencies in Livingston Manor, NY and Hamlin PA. Kirsten highlighted the decision to name Halle Kho chair of DCOC. Sally explained that it is really helpful to appoint one secretary for your committees for the year.

## 6. **Financial Update / Treasurers Report – Duncan Cooper (see attached)**

Duncan presented the June Financials, shared background on the Liberty Capital Campaign. See attached documents.

In addition, he provided an orientation for all board members in the organization's finances. He stressed the importance of individual giving and of increasing grant revenue to achieving our goals of a stronger, more sustainable and impactful station.

## 7. **2022-26 Strategic Plan Review – Clay Smith**

Clay described the process undertaken in developing the strategic plan. He highlighted the top priorities and goals and discussed how we can build out annual goals for the committees to ensure we are on track to achieve the goals of the strategic plan.

Mike pointed out that five years goes by really fast. Board members suggested that we could break down the actions of the plan by year to create a clearer road map to the plan. How can we format this to make it more digestible. How can we make the plan visible and see exactly where we need to be, by breaking it apart. Katie and Dale volunteered to help develop such a Gantt chart which is a project management document organized on a timeline.

See: [2022-26 Strategic Plan](#)

## 8. **Audit Update – Dale Blaglove and Sally Stuart**

The audit was completed and approved earlier this year and now we have received the draft tax return for review by the Audit Committee and General Manager.

The tax returns asks whether the return has been shared with the board and the committee will share it with the board in advance of approving the return.

**Motion: Board authorizes audit committee to approve the 990 and share it w/ the board (Stuart/Blagrove)** All in favor.

## 9. **Public Comment**

Sonja Hedlund said she was very pleased to be in the new station. She hopes to do her first live show on Saturday. She is impressed with the efficiency and dedication of the board. She asked to board to pay attention to a part of our community that has been less active during COVID: our volunteers. She suggested that we find more ways to tap the support and participation of volunteers. She urged a focus on youth programming. In addition, she encouraged more outreach to Liberty 's diverse multiracial community, perhaps through the local churches of these communities. Volunteers can be coworkers; WJFF can elevate the tasks done by volunteers, not just tabling. She suggested that volunteers could be part of feeding news to Jason for the Local Edition.

Another idea would be to make the biyearly meetings to consider progress on the strategic

plan, a public event and to broadcast them.

Sonja is interest in WJFF having a vibrant volunteer community. How can we best foster communications. She mentioned that the Program committee meets quarterly and its membership hasn't changed in years.

**Motion to adjourn.** (Stuart/Blagrove) All in favor at 7:28pm

Submitted by Sally Stuart, Secretary

# Radio Catskill General Manager Report

Tim Bruno  
August 1, 2022

# Overview

- Summer FUN! Drive
- Liberty Update
- Calendar
- Programming Update



# Summer FUN! Drive Status

- \$50,000 goal by Saturday, August 6
- Currently at \$25,136
- 50%



# Summer FUN! Drive How You Can Help



- Spread The Word
  - Identify just ten people in your life that you can tell about the fund drive
  - Post on your social media with a donate link
- Secure \$250 (or more) Matching Challenge(s)
- Encourage 2-for-1 PSA Offer
- Employee matching gift programs?

# Liberty Latest

- Drop Outs
- Finishing the Studios
- Generator

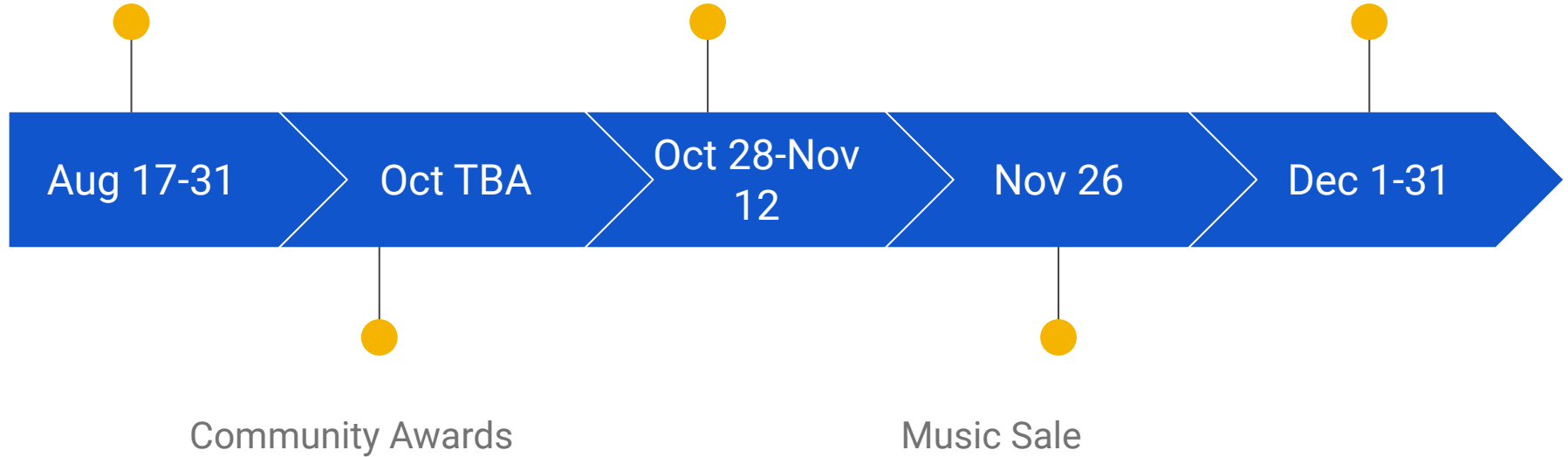


# Fundraising Calendar

Amazing August  
Online Auction

Fall Fund Drive

Year-End Appeal



# Programming Update

## NY State Public Radio Exchange

- August 23 primary
- Election Coverage
- Albany Reporter - Karen DeWitt

## Local Media Partnerships

- *Sullivan County Democrat* - Mondays
- *The River Reporter* - Wednesdays
- *Shawangunk Journal* - every other Friday

## New *All Things Considered* board operators

- Joe - Mondays
- Heather - Wednesdays
- Charlie - training

## Current Balances \$367,955

<b>Cash</b>	
Operations	\$174,381
Capital campaign	\$39,012
<b>Investments</b>	
Vanguard	\$134,828
<b>Loans</b>	
Construction loan	\$19,734

### Liberty:

Left to pay	-\$60,000
Projected remaining cash+investments	\$307,955
For reference: 6-mo. operations reserve	\$233,802

### Later in 2022:

Convert \$400k construction loan to mortgage?  
Evaluate investment strategy

## 2022 Budget: Income \$476,330

<b>Fund Drives</b>	<b>\$228,500</b>
<b>CPB grants</b>	<b>\$124,630</b>
<b>Underwriting</b>	<b>\$50,000</b>
<b>Benefit Income / Events</b>	<b>\$32,000</b>
<b>Grants</b>	<b>\$20,000</b>
<b>Car Talk Donations</b>	<b>\$10,000</b>
<b>Merchandise Sales</b>	<b>\$8,200</b>
<b>Inkind Revenue</b>	<b>\$3,000</b>

### The future:

Increase total income to \$550k by 2026  
Increase non-CPB grants to \$100k by 2026

## 2022 Budget: Expenses \$467,604

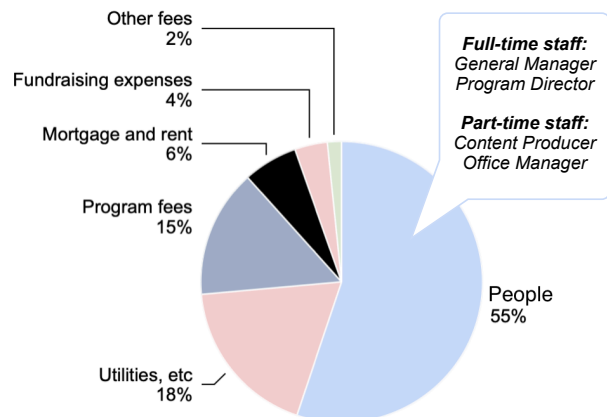
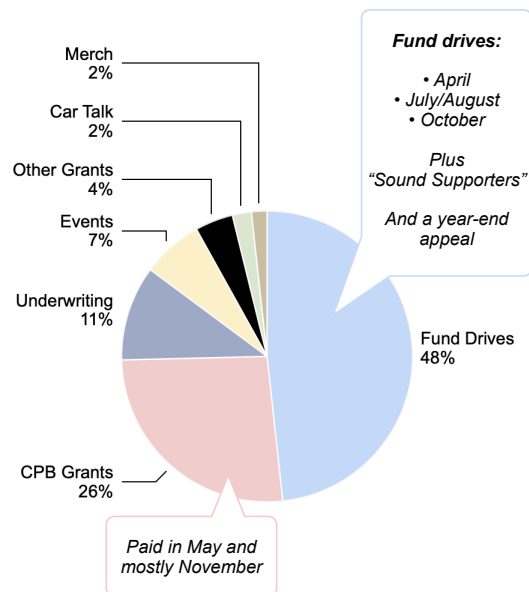
<b>Salaries &amp; benefits, plus contract/profession</b>	<b>\$257,876</b>
<b>Utilities, internet, data, maintenance, etc</b>	<b>\$86,188</b>
<b>Program fees</b>	<b>\$69,155</b>
<b>Mortgage and rent</b>	<b>\$29,220</b>
<b>Fundraising expenses</b>	<b>\$17,615</b>
<b>Other fees</b>	<b>\$7,550</b>

### The future:

More people: expand local news, grant-writing capacity  
Liberty mortgage, \$25k-35k/yr



## Finance Summary August 2022



**WJFF**  
**BALANCE SHEET**  
*For the Six Months Ending June 30, 2022*

	June 2022	June 2021	Net Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Cash and Investments</b>			
Operating Cash	207,702	307,166	(99,463)
Capital Campaign	123,708	98,821	24,887
Liberty Capital Improvements	0	89,200	(89,200)
Investments	131,043	206,566	(75,523)
Endowment	19,850	0	19,850
<b>Total Checking/Savings</b>	<b>482,303</b>	<b>701,752</b>	<b>(219,449)</b>
<b>Accounts Receivable</b>			
Accounts Receivable	2,950	79	2,871
Grants Receivable	150,000	0	150,000
<b>Total Accounts Receivable</b>	<b>152,950</b>	<b>79</b>	<b>152,871</b>
<b>Other Current Assets</b>			
Prepays and Other Assets	0	9,188	(9,188)
<b>Total Other Current Assets</b>	<b>0</b>	<b>9,188</b>	<b>(9,188)</b>
<b>Total Current Assets</b>	<b>635,253</b>	<b>711,019</b>	<b>(75,766)</b>
<b>Fixed Assets</b>			
Land	0	49,209	(49,209)
Equipment	535,927	520,036	15,892
Building & Improvements	361,057	312,198	48,860
Costruction in Progress	906,386	0	906,386
Accumulated Depreciation	(576,439)	(541,088)	(35,351)
<b>Total Fixed Assets</b>	<b>1,226,932</b>	<b>340,355</b>	<b>886,577</b>
<b>TOTAL ASSETS</b>	<b>1,862,185</b>	<b>1,051,374</b>	<b>810,811</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>LIABILITIES</b>			
Accounts Payable	2,083	127	1,957
Payroll Liabilities	6,180	4,235	1,944
Liberty Commercial Loan	380,219	10,095	370,124
SBA Loan Payable	0	32,683	(32,683)
<b>TOTAL LIABILITIES</b>	<b>388,482</b>	<b>47,140</b>	<b>341,342</b>
<b>EQUITY</b>			
Unrestricted Net Assets	1,363,229	794,300	568,929
Retained Earnings	0	(3,552)	3,552
Net Income	110,474	213,485	(103,012)
<b>TOTAL EQUITY</b>	<b>1,473,703</b>	<b>1,004,234</b>	<b>469,469</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,862,185</b>	<b>1,051,374</b>	<b>810,811</b>

**WJFF**  
**INCOME STATEMENT**  
*For the Six Months Ending June 30, 2022*

	Total	YTD	Budget	Remaining	FY 2022	Prior	Actual YTD to PY
	June 2022	Budget	\$ Variance	Budget FY22	Budget	Year-To-Date	Variance
<b>OPERATING REVENUE</b>							
Membership	79,098	91,300	(12,202)	149,402	228,500	78,118	980
CPB CSG	30,585	30,500	85	94,045	124,630	0	30,585
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	21,185	22,200	(1,015)	28,815	50,000	10,719	10,466
Benefit Income - Auction/Other	6,277	10,000	(3,723)	15,723	22,000	7,062	(785)
Benefit Income - Music Sale	4,183	4,800	(617)	5,817	10,000	930	3,253
Benefit Income - Yard Sale	0	0	0	1,500	1,500	50	(50)
Merchandise Sales	1,546	3,000	(1,454)	5,154	6,700	2,953	(1,407)
Car Talk Donations	8,560	3,000	5,560	1,440	10,000	5,148	3,412
Other Income	124	90	34	26	150	35	89
Endowment	9,421	0	9,421	(9,421)	0	0	9,421
Inkind Revenue	15,856	0	15,856	(12,856)	3,000	0	15,856
<b>OPERATING REVENUE</b>	<b>176,835</b>	<b>164,890</b>	<b>11,945</b>	<b>299,645</b>	<b>476,480</b>	<b>305,746</b>	<b>(128,911)</b>
<b>OPERATING EXPENSES</b>							
Wages	80,926	81,354	(428)	81,780	162,706	73,581	7,345
PR Taxes & Benefits	20,908	18,938	1,970	16,962	37,870	25,475	(4,567)
Program Acquisitions & Fees	37,985	40,095	(2,110)	31,170	69,155	21,211	16,774
Utilities	15,355	10,202	5,153	6,808	22,163	11,664	3,691
Dues & Subscriptions	151	125	26	349	500	376	(225)
Communications	6,285	8,091	(1,806)	9,805	16,090	8,738	(2,453)
Repairs & Maintenance	8,316	6,550	1,766	4,684	13,000	9,952	(1,636)
Property & Liability Insurance	1,324	2,800	(1,476)	7,176	8,500	2,845	(1,521)
Independent Contractors	5,171	6,650	(1,479)	8,129	13,300	5,443	(272)
Professional Fees	15,897	26,750	(10,853)	28,103	44,000	41,240	(25,343)
Benefit/Fundraising expense	6,130	4,360	1,770	9,835	15,965	5,418	712
Bank and Credit Card Fees	7,946	11,000	(3,054)	14,104	22,050	2,692	5,254
Rent	7,110	7,110	0	7,110	14,220	6,310	800
Merchandise Expense	38	822	(784)	1,612	1,650	79	(41)
Supplies & Other Office Expense	18,018	13,218	4,800	8,417	26,435	11,837	6,181
InKind							
<b>TOTAL OPERATING EXPENSES</b>	<b>231,560</b>	<b>238,065</b>	<b>(6,505)</b>	<b>236,044</b>	<b>467,604</b>	<b>226,861</b>	<b>4,699</b>
<b>NET OPERATING INCOME</b>	<b>(54,725)</b>	<b>(73,175)</b>	<b>18,450</b>	<b>63,601</b>	<b>8,876</b>	<b>78,885</b>	<b>(133,610)</b>
<b>NON-OPERATING</b>							
Investment Income	(26,952)	30	(26,982)	27,012	60	3	(26,955)
Liberty Capital Campaign	200,128	0	200,128	(200,128)	0	134,742	65,386
Capital Campaign Expense	7,976	0	7,976	(7,976)	0	144	7,832
<b>TOTAL NON-OPERATING</b>	<b>165,200</b>	<b>30</b>	<b>165,170</b>	<b>(165,140)</b>	<b>60</b>	<b>134,601</b>	<b>30,599</b>
<b>NET INCOME</b>	<b>110,475</b>	<b>(73,145)</b>	<b>183,620</b>	<b>(101,539)</b>	<b>8,936</b>	<b>213,486</b>	<b>(103,011)</b>