

WJFF Radio Catskill Board of Trustees Meeting Minutes

January 9, 2023 at 6:00pm

Remote meeting (Jeff Barnes and Pete Madden joined from the station.)

Approved 2/27/2023

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

Absent: None.

Staff Present: Tim Bruno, Mimi Bradley

Members of the public present: Pete Madden, Thane Peterson

1. President's Welcome – Kirsten Foster

Kirsten welcomed the board and members of the public and wished everyone a Happy New Year. BARb and Sullivan 180 for their work She thanked the Sullivan 180 for the wonderful new street signage at the Liberty Studio. She also thanked Barb Demarest for organizing the outreach to lapsed donors and all who helped with these calls. Kirsten welcomed WJFF's newest staff member Mimi Bradley who is WJFF's Development and Operations manager who started last week! Mimi introduced herself to the board and was welcomed by all.

2. Review and Approve Past Minutes – Sally Stuart

MOTION to approve minutes from the Board Meeting on December 13, 2022. (Smith/Stuart)

In Favor: Jeff Barnes, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen, Halle Kho, Leila McCullough, Clay Smith, Kristina Smith, Heather Quaintance, Michael Williams, Amy Brightfield, Barb Demarest, Dale Blagrove

Abstained: Katie Childs and Leila McCullough who were absent from the meeting

Opposed: None

3. Public Comment Opportunity

Kirsten welcomed Pete Madden the newly elected chair of the CAB and invited him to introduce himself. Pete described his background in journalism and media and he was welcomed by the board members.

4. CAB Update

Leila McCullough shared a brief update. The CAB met to elect Pete Madden as its new chair and to plan its work for 2023.

5. Staff & Programming Update (Tim)

(See attached presentations.) Sally added to Tim's description of the NFCB CCI initiative which has a value of over \$30,000 in training and resources. She and Tim will share materials and engage the relevant committees in this training and capacity building effort which will span the full year. Topics include strategy and planning; community engagement, governance, building diversity and inclusion, adapting to times of emergencies and crises, both protecting the station and serving the community during emergencies. For calendar for 2023 Tim is pushing the first one air fund drive into April; based on last years experience he believes this will be more successful. There was discussion about how to add Q1 fundraising to the calendar and there are a number of events as well as a focus on-air on monthly donors which we call sound supporters and a staff focus underwriting.

6. Finance: Final Review of 2022 Performance (Duncan)

Duncan reported that WJFF's revenues are up and so are the expenses a bit. We expect to end the year with a modest surplus but it is too soon to be certain as our reports are not final.

See attached draft financial reports for 2022.

7. Strategic Plan Progress Check In (Clay)

Clay walked the board through the summary goals on the strategic plan. Each Committee reported their progress on the key outcomes for the time period. Clay will enter them in the Strategic Plan tracking form. He asked for updates by the next board meeting, and for people and committees to regularly track their progress on the Tracking Form, which will be shared at the next Board meeting. We will do another major check on progress in June or July.

8. DCOC Update (Halle Kho)

Halle explained that the DCOC will meet in person on 2/4 and the events and other plans will be locked down by then. Tim is working with BOCES to have another potential internship. We're working with Manor Ink students to broadcast live in our studio and with Liberty High School on podcasting training. SUNY Sullivan Media Arts students are coming to the studio for a tour and we are exploring potential internship opportunities with them.

The events group is planning several community building events including a Salsa night event at the Hurleyville arts center in April.

There hasn't been planning for an event targeting membership but we can do that. Katie Childs asked how many Sounds Supporters we have and said she would share suggestions with Tim

and Mimi about how to build this donor program. DCOC is working on a Sock Hop event with a youth focus. We may do a special event on Valentines Day weekend. Amy Brightfield is working on a Karaoke night at Cabernet Frank. Callicoon hosted a very successful pride party at the DVYC last year and Krissy is working to involve the station in this event in June 2023.

Tim and the Communications subcommittee of DCOC are working with volunteers on a website review. There will be a meeting with the subcommittee and Patricio to review progress and focus on priorities for this coming year.

Analytics will be shared by 4/1/23. Tim has been providing them to DCOC. Halle explained that we are working to figure out what would be appropriate benchmarks. Because of the seasonal swings month by month tracking is a problem.

New grant proposals are going out to the Knight Foundation and the Park Foundation.

During Q1 we will work with staff and board to help identify new underwriters.

Our fundraising event strategy is going to put more focus into the community awards event. We want to make it bigger and have a stronger strategy. We need to grow more effective and not over promise.

9. Personnel Committee Update (Michael Williams)

Personnel is doing Tim's annual performance evaluation. We have reworked the performance evaluation document and will include more of his day to day responsibilities in addition to goals.

10. Nom & Gov Committee Update (Barb)

Leif is sending out the 2023 Board member self assessment survey now. This is a way to share about your satisfaction and how we can improve board members' experience. It is a mix of multiple choice, short answer questions. There are five sections and the deadline to complete it is 1/23/23.

11. Executive Committee Update (Kirsten)

Kirsten explained that we would like to discuss how WJFF can build its audience, consider terrestrial versus digital transmission and consider what is the future of radio? How do we attract and retain listeners? How do we approach prioritizing how we invest our resource. We would like to dedicate a special meeting to this topic and think this should be an in person

meeting. The Facilities Committee thinks we need to have a decision on the potential new frequencies no later than February. This is because we would need to be broadcasting on the possible new frequencies by early January 2025 and we will need 18 months to order the equipment and get everything up and running.

Thane Peterson urged the board to focus on Pennsylvania. He hopes we will add more board members who can champion the PA perspective. In Thane's opinion PA represents the best potential audience growth opportunities for WJFF.

Kirsten invited staff and others to join this conversation.

12. Facilities Committee Update (Mike)

Scott Fybush has recently provided a good deal of information. The committee will meet to review and analyze it.

13. Audit Committee Update (Dale)

The audit is coming up and we are pulling together all the requested documents for the auditors.

Motion to go into closed session to discuss a confidential personnel matter (Stuart / Williams.)

Motion to leave closed session (Smith / Demarest).

MOTION to adjourn. (Smith/Childs) 7:34pm

All in favor

Submitted by Sally Stuart, Secretary

Radio Catskill General Manager Report

Tim Bruno
01.09.23

- Year in Review
- 2023 Planning
- Programming
 - Meet Mimi

2022

A Transformational Year

- Moved to Liberty studios
- Increased Membership Fundraising by 2%
- Increased Sound Supporters by 11.5%
- Benefit Income increased by 54%
- Won two NY State Broadcasters Association Awards
- Joined the NY State Public Media Exchange
- Took control of our signal transmission with STL
- Added new volunteers on air and off



2023 Planning

Professional & Board Development

NFCB Community Counts Initiative (CCI)

- CCI is a cohort-based learning program for community radio stations serving rural and underrepresented communities
- CCI focuses on exploring sustainable paths with an eye towards sharing case studies with other NFCB stations and the larger public media system.
- Circle of Engagement model is an organizing schema used for leading the kind of change at stations that allows them to meet the challenges they face and take advantage of the opportunities they have. It is focused on helping stations implement strategic engagement, content and revenue goals while growing the organizational capacity to sustain their effort over time.
- Monthly Schedule of Meetings, Trainings and Workshops



2023 Planning

Tentative Key Dates

- **Spring Fund Drive:**
April 10-22
- **Summer Fund Drive:**
July 7-22
- **Amazing Online Auction:**
August
- **Community Awards:** Late
September/October
- **Fall Fund Drive:**
October 13-28
- **Music Sale:** November 25
- **Year End Appeal:**
December

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Programming

January 2023

Tuesday, Jan. 10 @1pm

State of the State Address

New York Gov. Kathy Hochul will deliver her State of the State address – her first as an elected governor – in the state Assembly chamber at the state Capitol in Albany.

Live coverage from New York State Public Radio

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MLK Programming: Sunday, January 15

Radio Catskill honors Dr. Martin Luther King, Jr., with 17 hours of special programs

6p - SPECIAL - MLK: Blueprint For The Culture: The 17th annual Apollo Uptown Hall MLK celebration focuses on Dr. King and the Civil Rights Movement of the 60's as the template for modern social and civil justice movements. It celebrates young people impacting society through activism, engagement, and a commitment to justice. Hosted by Kai Wright (Notes From America), Terrance McKnight (WQXR), and Brian Lehrer (WNYC).

7p - DOCUMENTARY - King's Last March: In Dr. King's last year of activism he was tackling bigger issues than ever, yet this crucial period is too often overlooked. This hour documentary tells the story with archival tape, oral histories and contemporary interviews. From American Public Media.

8p - MUSIC - 1963: A Man's Dream, A Nation's Nightmare: It was a year of raised hopes and devastating tragedy, and the world of jazz continued to reflect all of these ups and downs in America. This hour-long jazz special features John Coltrane, Jackie McLean, Eric Dolphy, and others. From Night Lights Classic Jazz, WFIU. Airing in place of Sunday Stage.

9p - MUSIC - Martin Luther King Jr. (A Musical Remembrance): An hour of music commemorating the legacy of Dr. Martin Luther King Jr., including some of the world's greatest Jazz musicians who composed and performed for Dr. King. From the series Jazz Time. Airing in place of Return to the Source

10p - MUSIC - Dear Martin: Jazz Tributes to MLK: A musical salute to jazz fan Dr. Martin Luther King Jr. with Oliver Nelson, Duke Ellington, Mary Lou Williams, and a Nina Simone performance recorded just three days after King's assassination. From Night Lights, WFIU. Airing in place of Return to the Source

11p - DOCUMENTARY - The King of Love: A Short History of the Civil Rights Movement: 90-minute audio collage of the struggle for civil rights focusing on the role of Dr. Martin Luther King. Produced by the late Dred-Scott Keyes. Airing in place of Return to the Source

12:30a - SPEECHES - "Conscience of Change" Parts 1, 2, & 3: Three of Dr. Martin Luther King's half-hour talks for the Massey Lectures series. These speeches were broadcast on five nights in November 1967 on CBC Radio. He talks about race relations, the war in Vietnam, social action, and more.

MLK Programming: Monday, January 16

Radio Catskill honors Dr. Martin Luther King, Jr., with 17 hours of special programs

10a – DOCUMENTARY – King Stories: Close friends and associates of Dr. King (Ralph Abernathy, David Garrow, Dick Gregory, Mark Lane, Larry Williams, and host Julian Bond) share stories that reveal the personal and private sides of Martin Luther King, Jr.

11a – MUSIC – A Beautiful Symphony of Brotherhood: A Musical Journey in the Life of Martin Luther King, Jr.: A special hour of music, speeches, and sermons illustrating the powerful place that music held in King's life and the role musicians played in his cause. Hosted by Terrance McKnight.

NOON – MUSIC – Upfront Soul, Dr. Martin Luther King Jr. Edition: Sanguine Fromage's annual tribute to the life and work of Dr. Martin Luther King, Jr. with two hours of funk, soul, jazz, and gospel, along with excerpts of Dr. King's speeches and field recordings from the African-American civil rights movement.

2p – SPEECHES – Three Landmark Speeches: King scholars play excerpts from three of Dr. King's speeches and discuss them: "Selma to Alabama," "Beyond Vietnam," and "The Mountaintop Speech."

6p – SPECIAL – 1A Salute to MLK: The Struggle for Democracy & The Vote: Who can vote and how they can cast their ballot are questions as important today as they were almost 60 years ago when Dr. Martin Luther King Jr. helped lead the fight for voting rights. This all-new special for 2023 honors the legacy of Dr. King with a contemporary focus on voting access and democracy.

8p DOCUMENTARY – Martin Luther King Jr.'s Path To Nonviolence: Dr. Dorothy Cotton, former Educational director for the Southern Christian Leadership Conference and the late Yolanda King, eldest daughter of Dr. King, reflect on how MLK developed into a great moral and political philosopher.

9p – SPEECH – "America's Chief Moral Dilemma": Dr. King speaks on the immorality of America's involvement in Vietnam. Recorded on the Sproul Hall steps, UC Berkeley, May 17, 1967. From the Pacifica Archives.

10p – SPEECH & MUSIC – "On the Power of Peaceful Persuasion": Radio Catskill concludes its MLK Day Special programming with the earliest King recording we have access to. Hear Dr. King outline his vision of peaceful resistance in this speech from 1957, followed by a few gospel tunes.

Meet Mimi!

Our New Development & Operations Manager

Where's Tim?

Taking a Winter Break January 15-22

WJFF
BALANCE SHEET
For the Twelve Months Ending December 31, 2022

	December 2022	December 2021	Net Change
ASSETS			
Current Assets			
Cash and Investments			
Operating Cash	272,671	412,441	(139,770)
Capital Campaign	112,477	16,131	96,346
Investments	0	225,348	(225,348)
Endowment	16,891	10,455	6,436
Total Cash and Investments	402,039	664,375	(262,335)
Accounts Receivable			
Accounts Receivable	7,975	24,679	(16,704)
Grants Receivable	150,000	150,000	0
Total Accounts Receivable	157,975	174,679	(16,704)
Other Current Assets			
Prepays and Other Assets	11,726	10,231	1,495
Total Other Current Assets	11,726	10,231	1,495
Total Current Assets	571,740	849,285	(277,545)
Fixed Assets			
Equipment	745,120	519,486	225,635
Building & Improvements	1,236,416	361,057	875,359
Costruction in Progress	0	303,937	(303,937)
Accumulated Depreciation	(608,264)	(576,439)	(31,825)
Total Fixed Assets	1,373,273	608,041	765,231
TOTAL ASSETS	1,945,013	1,457,326	487,687
LIABILITIES & EQUITY			
LIABILITIES			
Accounts Payable	4,450	20,073	(15,623)
Payroll Liabilities	3,340	3,969	(629)
Liberty Commercial Loan	399,454	70,055	329,399
TOTAL LIABILITIES	407,244	94,097	313,147
EQUITY			
Unrestricted Net Assets	1,363,229	819,635	543,594
Net Income	174,540	543,594	(369,054)
TOTAL EQUITY	1,537,769	1,363,229	174,540
TOTAL LIABILITIES & EQUITY	1,945,013	1,457,326	487,687

WJFF
INCOME STATEMENT
For the Twelve Months Ending December 31, 2022

	Total	YTD	Budget	Remaining	FY 2022	Prior	Actual YTD to PY
	December 2022	Budget	\$ Variance	Budget FY22	Budget	Year-To-Date	Variance
OPERATING REVENUE							
Membership	237,177	228,500	8,677	(8,677)	228,500	232,413	4,764
CPB CSG	32,498	26,130	6,368	(6,368)	26,130	96,036	(63,538)
CPB Other	116,293	98,500	17,793	(17,793)	98,500	0	116,293
Government Grants	0	10,000	(10,000)	10,000	10,000	383,314	(383,314)
Other Grants	12,325	10,000	2,325	(2,325)	10,000	9,100	3,225
Underwriting	39,781	50,000	(10,219)	10,219	50,000	32,723	7,058
Benefit Income - Auction/Other	27,088	22,000	5,088	(5,088)	22,000	8,628	18,460
Benefit Income - Music Sale	14,007	10,000	4,007	(4,007)	10,000	8,151	5,856
Benefit Income - Yard Sale	0	1,500	(1,500)	1,500	1,500	2,111	(2,111)
Merchandise Sales	9,281	6,700	2,581	(2,581)	6,700	11,258	(1,977)
Car Talk Donations	13,512	10,000	3,512	(3,512)	10,000	20,755	(7,243)
Other Income	173	150	23	(23)	150	47	126
Endowment	6,556	0	6,556	(6,556)	0	455	6,101
Inkind Revenue	20,886	3,000	17,886	(17,886)	3,000	23,500	(2,614)
OPERATING REVENUE	529,577	476,480	53,097	(53,097)	476,480	828,491	(298,914)
OPERATING EXPENSES							
Wages	160,912	162,706	(1,794)	1,794	162,706	158,885	2,027
PR Taxes & Benefits	39,452	37,870	1,582	(1,582)	37,870	38,311	1,141
Program Acquisitions & Fees	75,180	69,155	6,025	(6,025)	69,155	65,701	9,479
Utilities	23,781	22,163	1,618	(1,618)	22,163	22,129	1,652
Dues & Subscriptions	461	500	(39)	39	500	676	(215)
Communications	13,904	16,090	(2,186)	2,186	16,090	15,864	(1,960)
Repairs & Maintenance	30,847	13,000	17,847	(17,847)	13,000	14,484	16,363
Property & Liability Insurance	6,607	8,500	(1,893)	1,893	8,500	8,342	(1,735)
Independent Contractors	10,356	13,300	(2,944)	2,944	13,300	18,180	(7,824)
Professional Fees	34,271	44,000	(9,729)	9,729	44,000	37,461	(3,190)
Benefit/Fundraising expense	16,373	15,965	408	(408)	15,965	16,649	(276)
Bank and Credit Card Fees	26,360	22,050	4,310	(4,310)	22,050	6,506	19,854
Rent	14,220	14,220	0	0	14,220	14,220	0
Merchandise Expense	3,036	1,650	1,386	(1,386)	1,650	1,453	1,583
Supplies & Other Office Expense	24,884	26,435	(1,551)	1,551	26,435	27,469	(2,585)
InKind	4,930	0	4,930	(4,930)	0	0	4,930
Depreciation	31,825	0	31,825	(31,825)	0	18,165	13,660
TOTAL OPERATING EXPENSES	517,399	467,604	49,795	(49,795)	467,604	464,495	52,904
NET OPERATING INCOME	12,178	8,876	3,302	(3,302)	8,876	363,996	(351,818)
NON-OPERATING							
Investment Income	(31,701)	60	(31,761)	31,761	60	18,795	(50,496)
Liberty Capital Campaign	202,038	0	202,038	(202,038)	0	161,251	40,787
Capital Campaign Expense	7,976	0	7,976	(7,976)	0	450	7,526
TOTAL NON-OPERATING	162,361	60	162,301	(162,301)	60	179,596	(17,235)
NET INCOME	174,539	8,936	165,603	(165,603)	8,936	543,592	(369,053)