

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

**May 22, 2023 at 6:00pm**

**At the Cooperage, Honesdale, PA**

*Approved 6/26/23*

**Trustees Present:** Dale Blagrove (remote), Jeff Barnes (remote), Halle Kho (remote), Katie Childs, Barbara Demarest, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen (remote), Leila McCullough (remote), Heather Quaintance, Clay Smith, and Sally Stuart (remote)

**Absent:** Amy Brightfield, Krissy Smith and Michael Williams

**Staff Present:** Mimi Bradley and Tim Bruno

**Members of the public present:** Thane Peterson, Rosie Starr, Vinny Gallo, Anna Vitale Gallo, Jamie Stunkard, Pennell Whitney and others

### **1. President's Welcome – Kirsten Foster**

A quorum being present, the meeting opened at 6:05pm.

Our next board meeting will be a double meeting - the last of this board's term and first meeting for the new board that we will elect. We will be discussing the Strategic Plan in the first part of the meeting. Then we will elect the new board, and elect the new officers. We will try to set committees. We will meet In person in Liberty, with refreshments. We are asking all board members to please bring a plant to help spruce up the grounds of the station. Tim will share a list of desired plants. If you want to be on a committee, please let Kirsten know before the meeting.

All Executive Committee members will end their terms in a year (except Sally, whose term ends in 2 years). We want to get new people involved. The Secretary position will be open. Katie has expressed interest. Any board members who are interested should talk to Kirsten and the Executive Committee. While any one can nominate themselves or others for an officer position at the meeting, it would be helpful to know in advance.

### **2. Review and Approve Past Minutes – Sally Stuart**

**MOTION** to approve the minutes from the Board Meeting on April 17, 2023. (Stuart/Childs)

**In Favor:** Dale Blagrove (remote), Katie Childs, Barbara Demarest, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen (remote), Leila McCullough (remote), Heather Quaintance, Clay Smith, Sally Stuart (remote),

**Abstained:** Halle and Jeff abstained as they were absent at the April meeting.

**Opposed:** None

Sally reminded Committee Chairs/Secretaries to send her their approved minutes to be posted on the website.

### **3. Public Comment Opportunity**

Public Comment via email from Joselyn Cramer, Wayne County Supervisor

Dear Thane, Tim and Jason,

I hope you get this email before the meeting tonight. I had hoped to be there for the 5:30 time with the board members. I was not able to do so, and these were my thoughts.

I wanted to tell you that the update you emailed about the decision regarding the broadcast signal was extremely well written and I appreciate your keeping us in the loop. I really wanted to be there tonight to thank the WJFF Board Members and staff for the great work they do in our community.

Good information is getting scarcer, and less appreciated. The Tri-County Independent has pretty much given up on our local news (I may be biased but they did not publish commissioner candidate statements prior to the election and NO ELECTION RESULTS FROM TUES MAY 16 PRIMARY WERE IN THE THURSDAY MAY 18 edition...only a story on mail in ballot numbers and at the end of the article a mention that results were on their website!) I struggle as an elected official about navigating this information deficit. And I get it....local government news is often not all that exciting.....but we need people more vested in their community and I think WJFF does a great job of that. People don't understand county government or the election process, or what we do, don't do and who to go to for which concerns. A lack of civics teachings is creating a real problem in this country - just my opinion.

I am proud to be a long time supporter and will continue to help in any way I can.

Please share my deep appreciation with all.

-Joselyn Cramer

#### **4. CAB Update**

Pete Madden was unable to attend, as he and his partner are expecting a baby. The listener survey was a great success, with 380 surveys completed. We are awaiting the results. The next CAB meeting is this Thursday.

#### **5. Staff & Programming Update**

Tim and Mimi shared a slide presentation. (See attached.)

#### **6. Finance Update, including 990 review & approval**

Duncan reported that we are doing better than expected through April, expenses are lagging, early underwriting is strong, and we are doing well in fundraising. We are in good shape financially. Close of April statements will be circulated after the meeting. (See attached.)

Sally circulated the completed 990, and it has been reviewed by board members. It will be posted on the website.

**MOTION to approve the 990.** (Stuart/McCullough)

**In Favor:** Dale Blagrove (remote), Jeff Barnes (remote), Halle Kho (remote), Katie Childs, Barbara Demarest, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen (remote), Leila McCullough (remote), Heather Quaintance , Clay Smith, Kristina Smith, Sally Stuart (remote)

**Abstained:** None

**Opposed:** None

**MOTION to approve the portion of the minutes related to approval of the 990.** (Stuart / Childs)

**In Favor:** Dale Blagrove (remote), Jeff Barnes (remote), Halle Kho (remote), Katie Childs, Barbara Demarest, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen (remote), Leila McCullough (remote), Heather Quaintance , Clay Smith, Sally Stuart (remote)

**Abstained:** None

**Opposed:** None

#### **7. Nom & Gov Committee Update, including By-Laws Amendment and Update on Elections**

Barb Demarest explained that DCOC has been a complicated and confusing body for many years. We recommend changing our structure, and creating an Outreach Committee as a

committee of the board in its place. The Committee will lead on setting policy, budget and strategy for outreach and fundraising. Staff will coordinate tabling and outreach with volunteers. Mimi is doing this work now. Tim will call periodic volunteer meetings to engage them in on-going outreach. There was discussion about how to sustain and involve volunteers and board members in outreach and fundraising. To establish the Outreach Committee as a committee of the board requires a change in our bylaws.

**MOTION to approve the proposed changes in the bylaws to replace DCOC with the Outreach Committee as a committee of the Board, as discussed in our last meeting.** (Demarest/Childs)

**In Favor:** Dale Blagrove(remote), Jeff Barnes(remote), Halle Kho(remote), Katie Childs, Barbara Demarest, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen (remote), Leila McCullough (remote), Heather Quaintance , Clay Smith, Kristina Smith, Sally Stuart(remote),

**Abstained:** None

**Opposed:** None

Barb reported that the election of a new board will take place in June. Three members of the Board are leaving. Leila is finishing her second term, and her seat will be filled through the volunteer election process. Volunteers can apply through the end of the month to fill the Volunteer seat.

Halle is stepping down from the Board. Mike is moving away from the area, and is stepping down. Nom and Gov has been soliciting applications. They will interview people, and hope to select two new members to run for election. Their interviews will be recorded and will be shared with board members. Nom and Gov will present a slate for new members to the board for a vote at the June meeting.

## **8. DCOC Committee Update**

DCOC had its final meeting and it covered many topics. There will be a pop-up sale on Memorial Day. Plans for the annual online auction are underway, and more “experience” auction items are needed. Board members were asked to help in finding contributions of these items. Radio Catskill will participate in the Trout Parade on Saturday, June 11. There will be a decorating party the evening prior to the parade. Planning for the Community Awards event is underway. The event will likely celebrate outstanding achievement/contributions to the arts community.

## **9. Personnel Committee Update**

Tim's annual review is in process and will be completed before the June Board meeting. In addition, a new evaluation form has been developed, which will be handed off to the new committee in June. The Personnel Committee recommends having more continuity of members between years as this will improve the work of the group.

#### **10. Audit Committee Update**

The Committee is excited by the completion of the 990. They will continue their work with a focus on compliance and risk assessment/mitigation.

#### **11. Public Comment Opportunity**

Thane noted that if the station is seeking funding from FEMA, Congressman Cartwright should be contacted for support.

**Motion** to adjourn at 7:25 (Barb / Foster)

**In favor:** Dale Blagrove (remote), Jeff Barnes (remote), Halle Kho (remote), Katie Childs, Barbara Demarest, Duncan Cooper, Kirsten Harlow Foster, Leif Johansen (remote), Leila McCullough (remote), Heather Quaintance , Clay Smith, Kristina Smith, Sally Stuart (remote),

**Abstained:** None

**Opposed:** None

*Submitted by Clay Smith, Vice President and Sally Stuart, Secretary*

# Radio Catskill General Manager Report

Tim Bruno  
May 22, 2023

# Overview

- Updates
- Fundraising
- Digital and Social Media
- Programming

# Updates

## CPB

- Fiscal Year 2022 Annual Financial Report approved (which included audited financial statements)
  - 2022 Total Non Federal Financial Support: \$431,255
  - This NFFS amount will be used in the FY 2024 Community Service Grant calculation
  - Required before CPB releases second CSG payment
- 2023 Radio - Community Service Grant Payment No.2 approved & funds received - \$39,859.00

## FCC

- Translator sale still pending approval

## Construction Loan Conversion

- Jeff Bank awaiting commitment letter and potential closing date from their attorney



# Fundraising Mimi Bradley

# 2023 Spring Fund Drive

## Analysis of Results

	2023	2022
Total raised	\$50,554.52	\$42,732.71
Total transactions	471	439
Total Donors	400	346
Largest gift	\$5,000	\$1,000
Average gift	\$107.11	\$89.00
Number of gifts over \$250	56	44
Percentage of credit card transactions (vs. check)	74%	61%
Total States Represented	24	17

# 2023 Spring Fund Drive

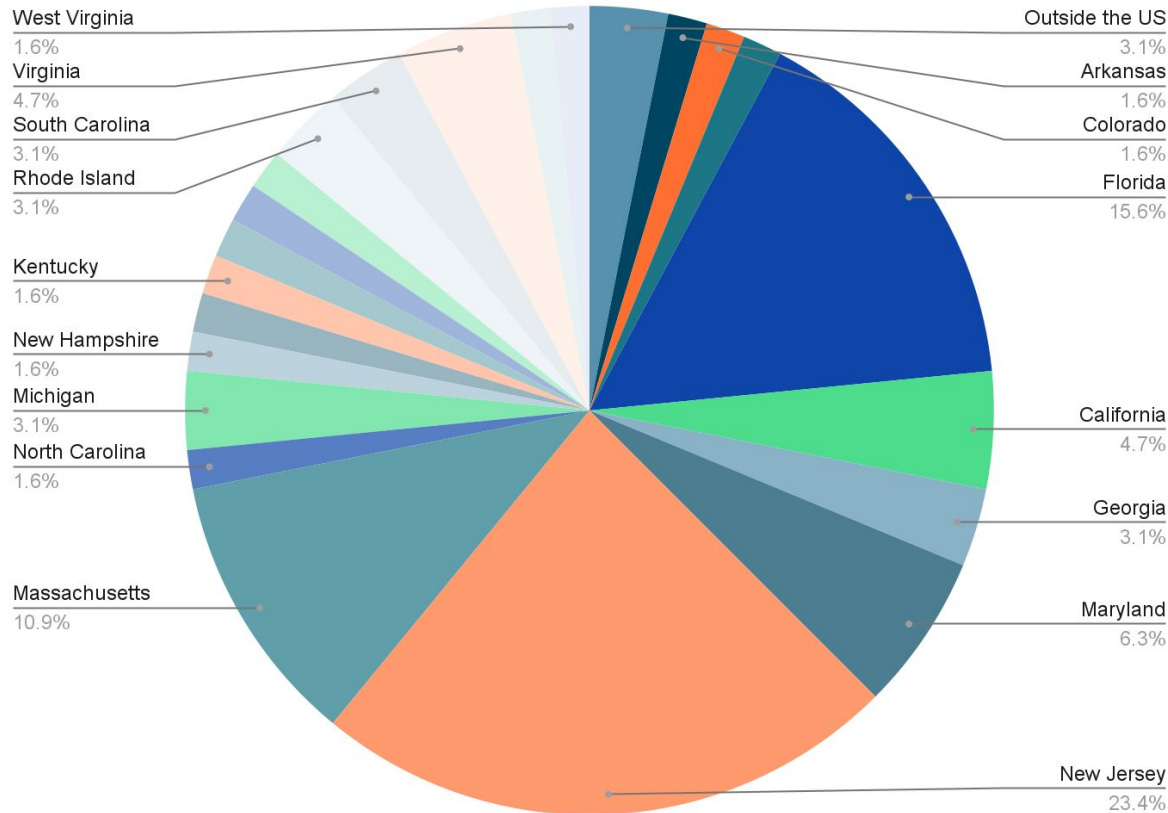
## Geographic Giving Breakdown

- New York was the highest percentage, at 72%
- Pennsylvania followed at 14%

### States Represented

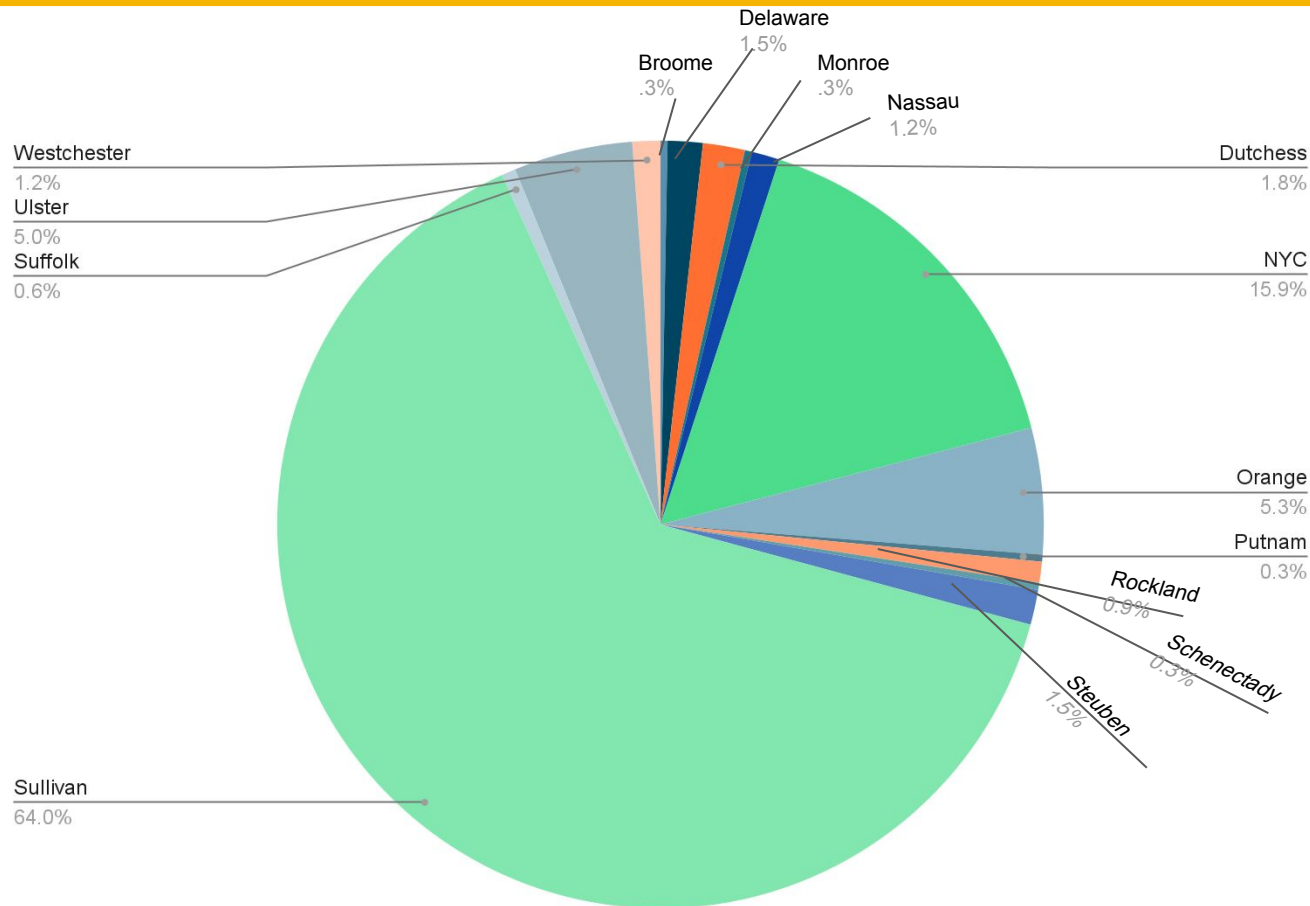
New York-339  
Pennsylvania-67  
New Jersey-15  
Florida-10  
Massachusetts-7  
Maryland-4  
California-3  
Virginia-3  
Georgia-2  
Michigan-2  
Outside the US-2  
Rhode Island-2  
South Carolina-2  
Arkansas-1

Colorado-1  
Connecticut-1  
Illinois-1  
Kentucky-1  
Louisiana-1  
New Hampshire-1  
North Carolina-1  
Oregon-1  
Vermont-1  
Washington, DC-1  
West Virginia-1



# 2023 Spring Fund Drive

## Geographic Giving Breakdown-New York Donors

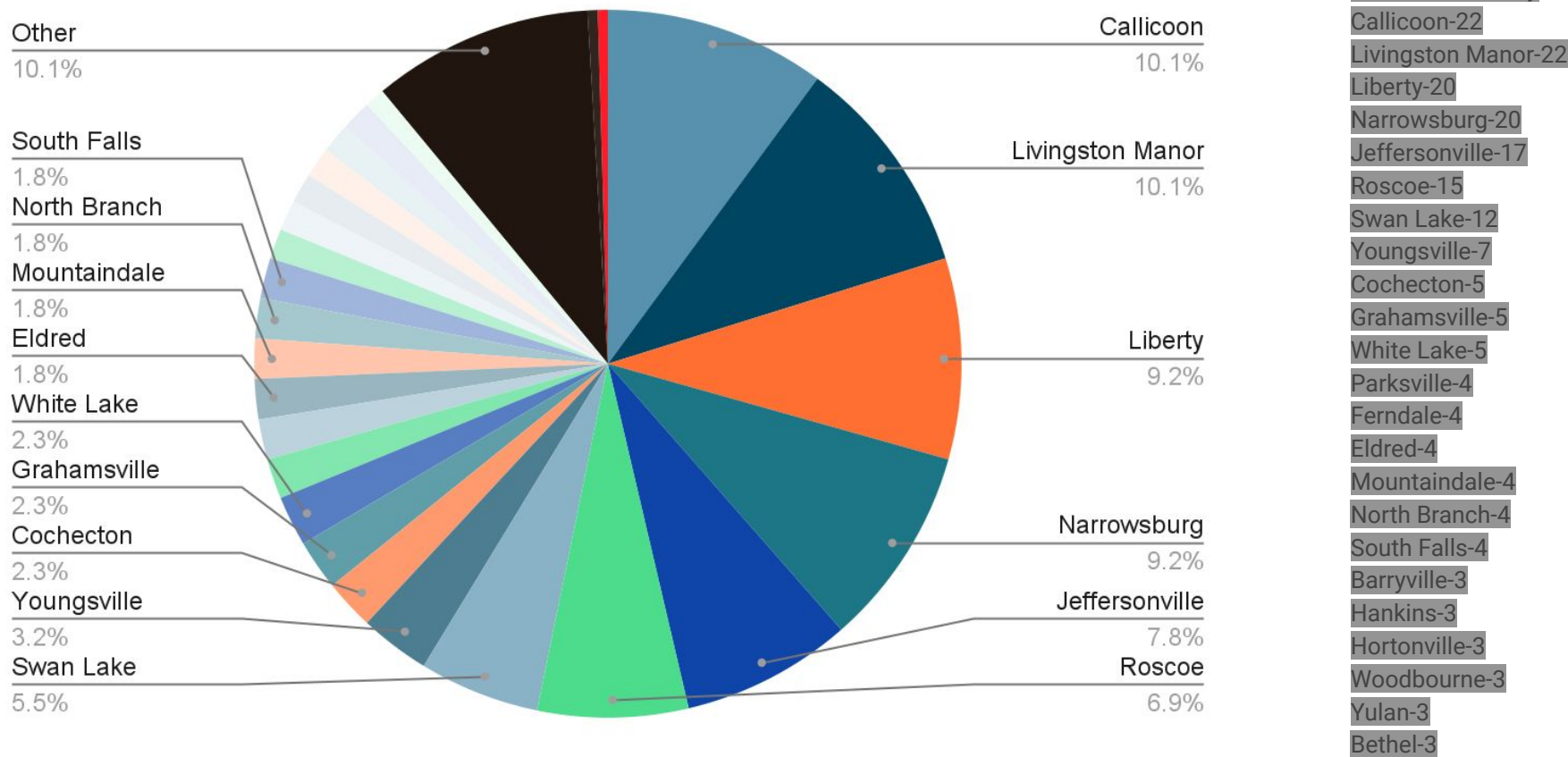


### Counties

Sullivan-217  
Delaware-5  
Dutchess-6  
Monroe-1  
Nassau-4  
NYC-54  
Orange-18  
Putnam-1  
Rockland-3  
Schenectady-1  
Steuben-5  
Suffolk-2  
Ulster

# 2023 Spring Fund Drive

## Geographic Giving Breakdown-Sullivan County



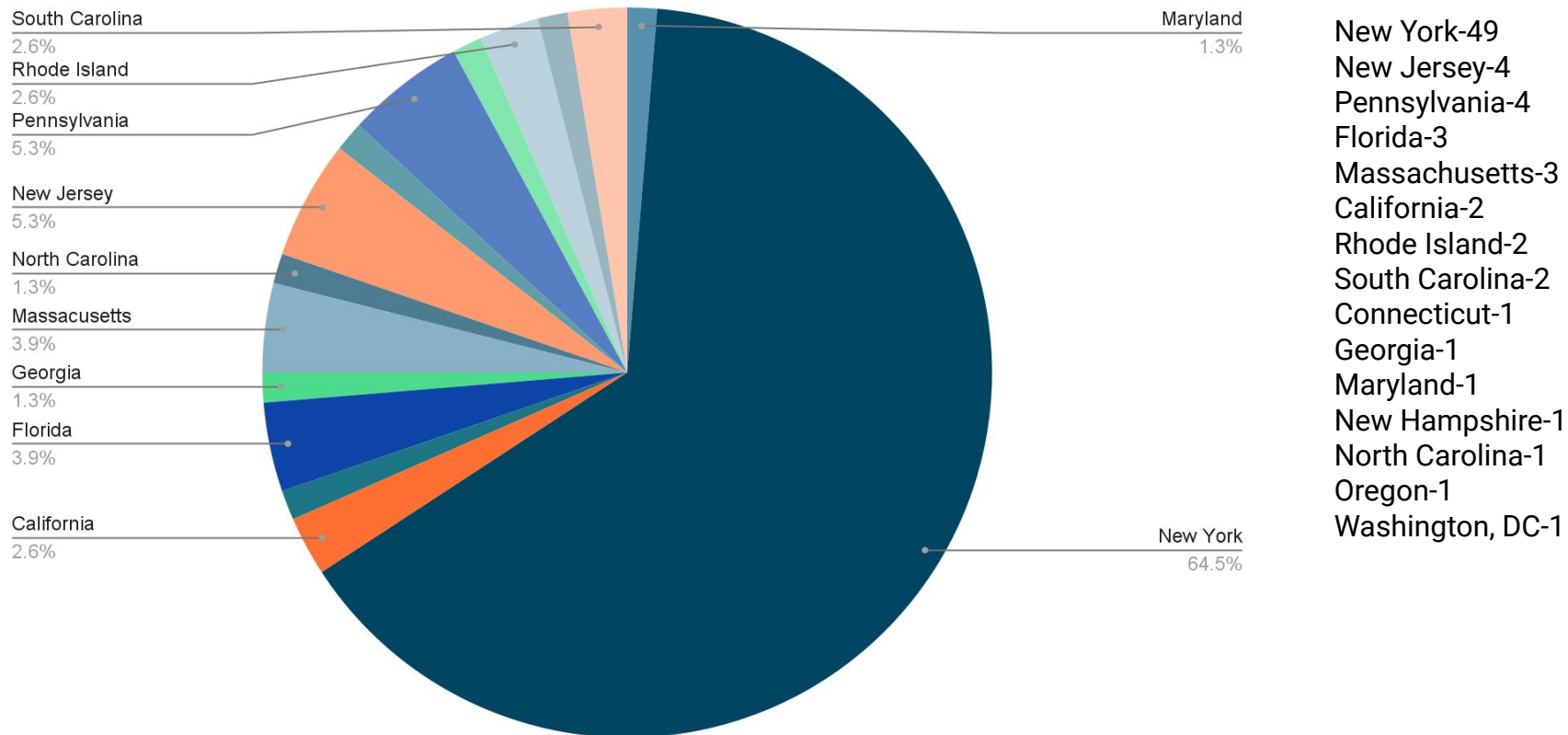
# 2023 Spring Fund Drive

## New Donors

- **Total new donors: 76**
- Total gifts from new donors: \$5,309.48
- Percentage of total fund drive income: 11%
- Average gift from new donors: \$69
- Percentage of new donor credit card transactions (vs. check): 91%
  
- **Total new Sound Supporters: 21**
- Number of new Sound Supporters who are also first time donors: 4
- Average Sound Supporter gift: \$14.50
- New income to Sound Supporter budget through December 31, 2023: \$2,225.85

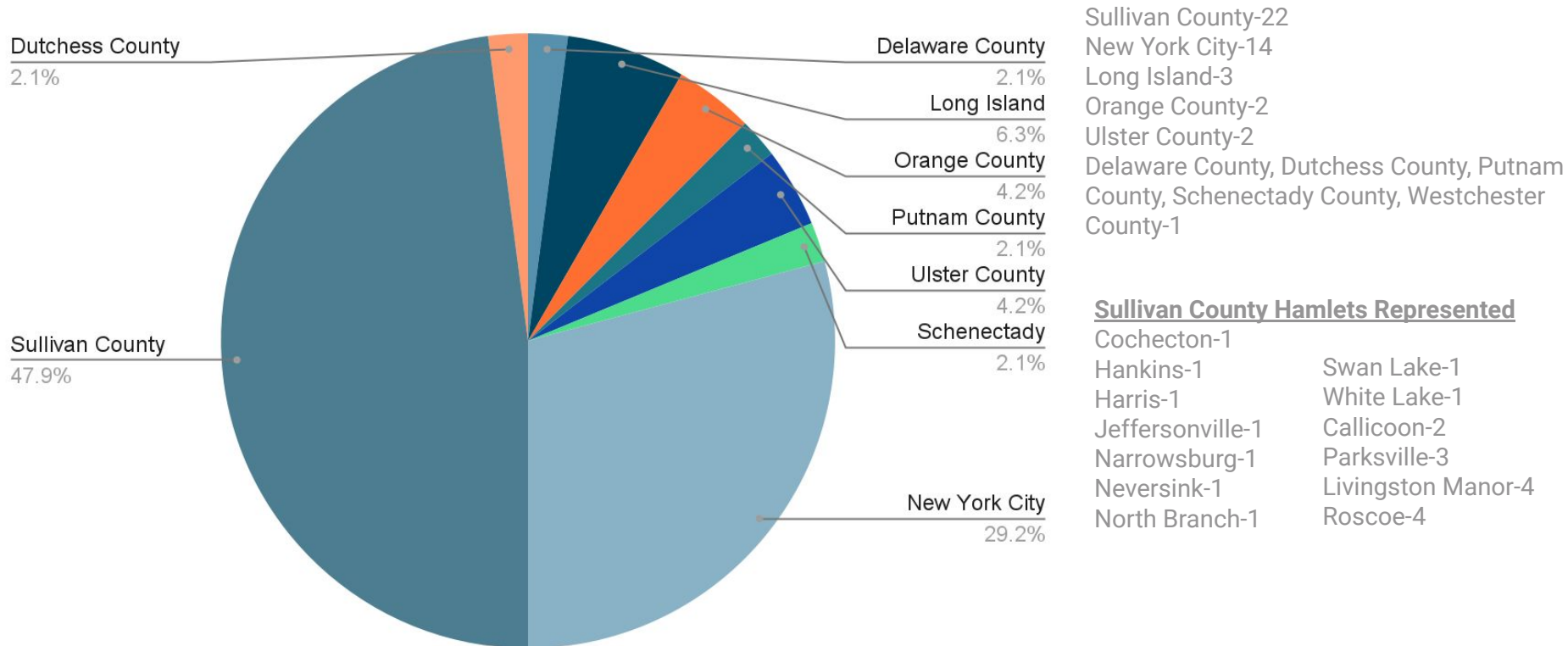
# 2023 Spring Fund Drive

## New Donors by State



# 2023 Spring Fund Drive

## New Donors by NY region





# Summer Fund Drive

## July 17-29 (tentative)

- Appeal letter hitting 1.5-2 weeks before start of Fund Drive
- Asking larger donors to consider spreading out their donations
- Continued emphasis on corporate challenges and other incentives
- No crowdfunding element
- Community focus—Angie Page to help organize different groups to answer phones on particular days (teachers, volunteer firefighters, local artists, etc., which can be promoted in advance)
- More in-studio special events (like bartending for *Retro Cocktail Hour*)
- Pool Party at the Blue Fox on July 23 (providing space, food, potentially a portion of the bar)
- Post-drive will enlist the help of Board members to make thank-you calls

# Other Fundraising Efforts

## Underwriting

- 85% towards goal!
- Newest underwriters include Farm Arts Collective and The Creek House Grill
- Decals mailed out to all business underwriters with a thank you letter
- Updated prospect list-please let me know if you can help make intros!

## Grants

- Confirmed: Sullivan 180 and Sullivan County Arts & Heritage Grants
- Upcoming opportunity: FEMA's Next Generation Warning System

## Events & Other Opportunities

- Hudson Valley Gives: May 17
- NEPA Gives: June 1-2
- Pop-up Music Sale-May 27
- Auction-August 17
- Community Awards-September 21 or 28

# Digital & Social Media Performance

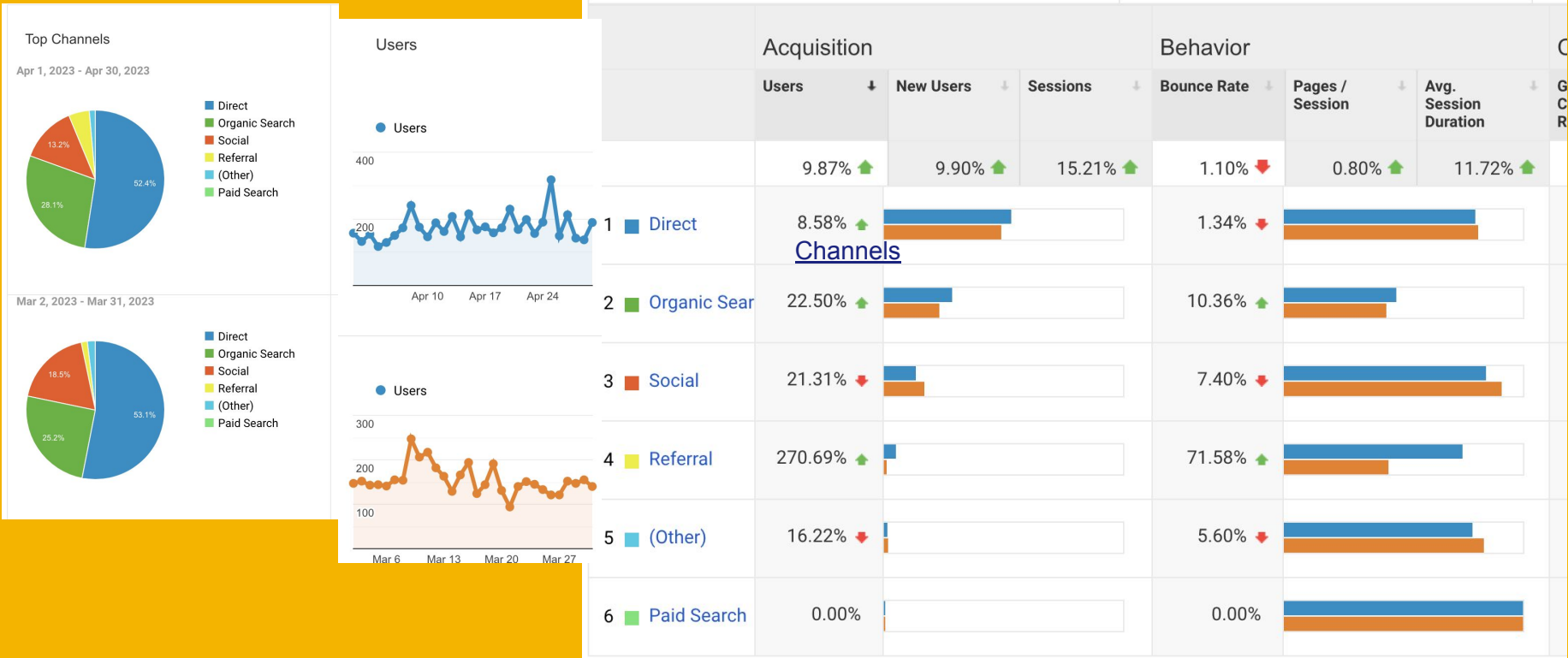
## April

# Analytics Overview April 2023



# Website Traffic Comparison: April-23 vs. March-23

This graph depicts website traffic for the month of April, with blue representing April's data and orange representing March's data. It serves as a comparative analysis, highlighting the similarities and differences between the two months.



# Website Traffic

## April 2023

This graph displays the visitor count for the month of April in comparison to the previous month.

It reveals a noticeable increase in both total users and new users compared to the previous month.

Users

9.87%

4,374 vs 3,981



New Users

9.90%

4,186 vs 3,809



Sessions

15.21%

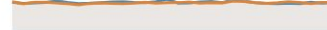
5,750 vs 4,991



Number of Sessions per User

4.86%

1.31 vs 1.25



Pageviews

16.13%

8,228 vs 7,085



Pages / Session

0.80%

1.43 vs 1.42



Avg. Session Duration

11.72%

00:01:08 vs 00:01:01



Bounce Rate

-1.10%

68.68% vs 69.45%



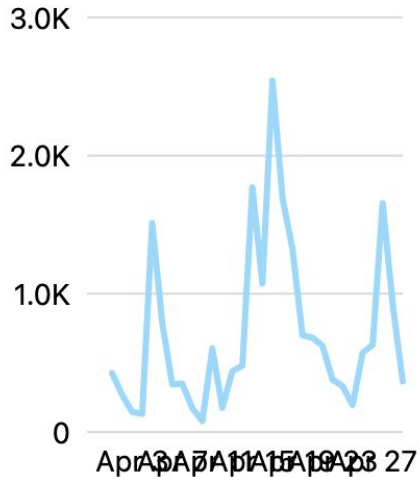
# Social

## Facebook

### Reach

Facebook Page reach ⓘ

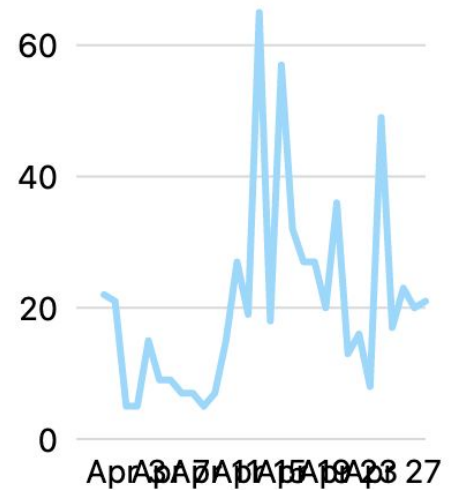
12,660 ↑ 347.2%



### Page and profile visits

Facebook Page visits ⓘ

622 ↑ 131.2%



# Social

## Instagram



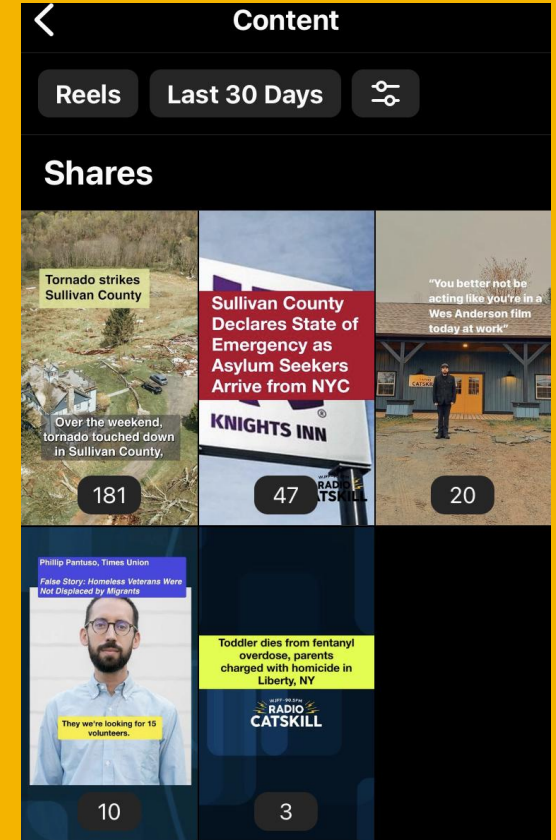
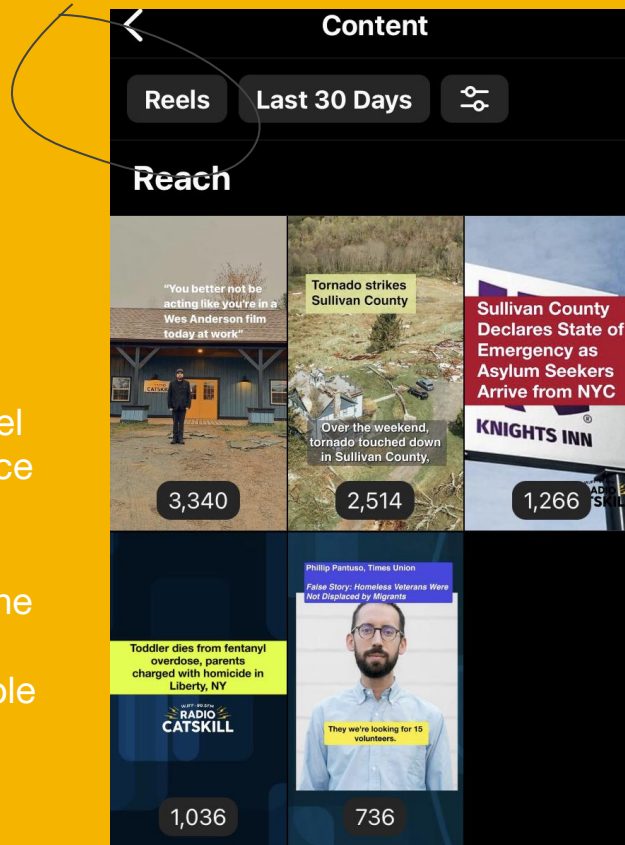


# Social

## Instagram Reels

Instagram reels continue to demonstrate their effectiveness in consistently engaging users. Over the past 30 days, one particular reel has reached an impressive audience of over 3000 individuals.

Furthermore, the reel focused on the tornado received widespread attention, being shared a remarkable 181 times.



# Programming

## June Highlights

### Pride Month with StoryCorps

- Airing stories from their OutLoud collection - an effort to record, preserve and share voices from the LGBTQ+ community
- Every Thursday on *The Local Edition* in June

# Programming

## July Schedule Changes

- Adding one hour of local news, Monday - Friday mornings
- *Undercurrents* ending production
- *Cafe Jazz* host/producer passed away

**WJFF**  
**BALANCE SHEET**  
*For the Four Months Ending April 30, 2023*

	April 2023	April 2022	Net Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Cash</b>			
Operating Cash	189,013	338,044	(149,031)
Capital Campaign	5,917	38,775	(32,858)
<b>Total Cash</b>	<b>194,930</b>	<b>376,818</b>	<b>(181,889)</b>
<b>Investments</b>			
Vanguard	0	183,484	(183,484)
Wayne County Community Endowment	18,443	19,850	(1,407)
Community Fund of Orange & Sullivan Endowment	112,988	0	112,988
<b>Total Investments</b>	<b>131,431</b>	<b>203,334</b>	<b>(71,903)</b>
<b>Accounts Receivable</b>			
Accounts Receivable	14,675	5,330	9,345
<b>Total Accounts Receivable</b>	<b>14,675</b>	<b>5,330</b>	<b>9,345</b>
<b>Total Current Assets</b>	<b>341,036</b>	<b>585,483</b>	<b>(244,446)</b>
<b>Fixed Assets</b>			
Equipment	751,171	535,927	215,243
Building & Improvements	1,250,757	361,057	889,699
Costruction in Progress	0	576,068	(576,068)
Accumulated Depreciation	(608,752)	(576,439)	(32,313)
<b>Total Fixed Assets</b>	<b>1,393,176</b>	<b>896,613</b>	<b>496,562</b>
<b>Other Assets</b>			
Current Right of Use Lease	5,832	0	5,832
Long Term Right of Use Lease	127,668	0	127,668
<b>Total Other Assets</b>	<b>133,500</b>	<b>0</b>	<b>133,500</b>
<b>TOTAL ASSETS</b>	<b>1,867,712</b>	<b>1,482,096</b>	<b>385,616</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>LIABILITIES</b>			
Accounts Payable	407	3,257	(2,850)
Payroll Liabilities	(8,818)	1,095	(9,912)
Liberty Commercial Loan	399,954	144,555	255,399
Lease Liability	133,500	0	133,500
<b>TOTAL LIABILITIES</b>	<b>525,042</b>	<b>148,906</b>	<b>376,136</b>
<b>EQUITY</b>			
Unrestricted Net Assets	1,408,083	1,363,229	44,854
Net Income	(65,414)	(30,039)	(35,374)
<b>TOTAL EQUITY</b>	<b>1,342,670</b>	<b>1,333,190</b>	<b>9,480</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,867,712</b>	<b>1,482,096</b>	<b>385,616</b>

**WJFF**  
**INCOME STATEMENT**  
*For the Four Months Ending April 30, 2023*

	Total April 2023	YTD Budget	Budget \$ Variance	Remaining Budget FY22	FY 2022 Budget	Prior Year-To-Date	Actual YTD to PY Variance
<b>OPERATING REVENUE</b>							
Membership	73,544	66,200	7,344	166,456	240,000	64,211	9,333
CPB CSG	0	0	0	34,798	34,798	0	0
CPB Other	0	0	0	123,267	123,267	0	0
Other Grants	0	0	0	10,000	10,000	0	0
Foundation Grants	250	0	250	24,750	25,000	0	250
Underwriting	30,216	19,600	10,616	29,784	60,000	13,135	17,081
Benefit Income - Auction/Other	0	0	0	29,500	29,500	306	(306)
Benefit Income - Music Sale	676	4,000	(3,324)	11,324	12,000	3,983	(3,307)
Merchandise Sales	1,753	2,250	(497)	5,097	6,850	394	1,359
Car Talk Donations	5,282	3,000	2,282	6,718	12,000	4,398	884
Other Income	5,020	50	4,970	(4,870)	150	107	4,913
Endowment	595	0	595	(595)	0	9,421	(8,826)
Inkind Revenue	0	0	0	12,500	12,500	0	0
<b>OPERATING REVENUE</b>	<b>117,336</b>	<b>95,100</b>	<b>22,236</b>	<b>448,729</b>	<b>566,065</b>	<b>95,955</b>	<b>21,381</b>
<b>OPERATING EXPENSES</b>							
Wages	54,521	64,748	(10,227)	139,723	194,244	50,621	3,900
PR Taxes & Benefits	19,704	18,478	1,226	35,764	55,468	12,084	7,620
Program Acquisitions & Fees	39,112	44,033	(4,921)	43,923	83,035	28,747	10,365
Utilities	7,699	6,916	783	14,964	22,663	13,853	(6,154)
Dues & Subscriptions	140	0	140	485	625	115	25
Communications	3,627	4,233	(606)	9,073	12,700	3,706	(79)
Repairs & Maintenance	2,964	4,832	(1,868)	11,536	14,500	3,437	(473)
Property & Liability Insurance	2,871	1,500	1,371	4,129	7,000	1,324	1,547
Independent Contractors	2,550	2,500	50	7,450	10,000	2,750	(200)
Professional Fees	14,361	11,552	2,809	29,804	44,165	8,744	5,617
Benefit/Fundraising expense	5,494	4,981	513	10,956	16,450	5,486	8
Bank and Credit Card Fees	14,724	12,386	2,338	22,476	37,200	4,391	10,333
Rent	4,740	4,740	0	9,480	14,220	6,340	(1,600)
Merchandise Expense	0	1,080	(1,080)	3,250	3,250	38	(38)
Supplies & Other Office Expense	13,535	10,775	2,760	14,300	27,835	13,096	439
<b>TOTAL OPERATING EXPENSES</b>	<b>186,042</b>	<b>192,754</b>	<b>(6,712)</b>	<b>357,313</b>	<b>543,355</b>	<b>154,732</b>	<b>31,310</b>
<b>NET OPERATING INCOME</b>	<b>(68,706)</b>	<b>(97,654)</b>	<b>28,948</b>	<b>91,416</b>	<b>22,710</b>	<b>(58,777)</b>	<b>(9,929)</b>
<b>NON-OPERATING</b>							
Investment Income	3,294	0	3,294	(3,294)	0	(11,033)	14,327
Liberty Capital Campaign	0	0	0	0	0	40,916	(40,916)
Capital Campaign Expense	0	0	0	0	0	1,146	(1,146)
<b>TOTAL NON-OPERATING</b>	<b>3,294</b>	<b>0</b>	<b>3,294</b>	<b>(3,294)</b>	<b>0</b>	<b>28,737</b>	<b>(25,443)</b>
<b>NET INCOME</b>	<b>(65,412)</b>	<b>(97,654)</b>	<b>32,242</b>	<b>88,122</b>	<b>22,710</b>	<b>(30,040)</b>	<b>(35,372)</b>