

**Approved** minutes of the Community Advisory Board of WJFF Radio Catskill meeting. Held on **September 23, 2021** via Zoom Media. Approved December 9, 2021.

**Community Advisory Board members present:** Joseph Abraham, Colette Ballew, Raquel Cortez-Grimila, Richard Riseling, Mike Vreeland

**Community Advisory Board members absent:**

**Community Board Member(s) absent with excuse:** Tasa Faronii-Butler, Anthony Covington, Gloria Simms, Nicole A Slevin-Nikolados, Kalika Stern, Alan Svoboda,

**BoT Liaison:** Leila McCullough

**Public:** None

**Speaker:** Kirsten Foster, President, Board of Trustees WJFF Radio Catskill

**Call to order:** A quorum not present, Joseph called the meeting to order at 6 :10 p.m.

**Motion to accept the September 23rd agenda** by Colette, seconded by Mike, motion carried.

**Motion to accept July 22, 2021, CAB minutes** by Raquel, seconded by Dick, motion carried.

**Speaker:** Kirsten introduced herself and gave a little bit about her background, the Board Of Trustees perspective of what they're working on, and answered questions coming from the CAB. She said that she feels very lucky to be part of a station that she feels very strongly about and really loves and has been listening to for a very long time and that has a very rich history.

She spoke about the mission for the station, it's values and where it wants to be, how it wants to grow, what it wants to look like in 5 years. Obviously, very much in conjunction with that is the move to Liberty. So it's very good timing for The Strategic Planning Group to be doing what it's doing. She stated that there will be space where communities can come and gather and there's so many great ideas of how we can use that space. As we think about being on the air for the next 30 years, how do we get the youth back, how do we get younger people?

### **Old Business:**

**Strategic Work Group:** Joseph reported that he is on the News Strategic Work Group.

**Youth Involvement Task Force:** None

**New Business:**

**Remaining 2021 CAB meetings:**

**Next Meeting: November 4th**

**December 9:** short meeting to do our real work

**Reconvene in February, 2022**

**Joseph speaking about what's next.** As we have suggested, as a board, about Spanish programming about a year and a half ago, and the station put two shows up, he thinks that it may be interesting to think about ways we could gauge audiences or different communities to try to see what the feedback has been on those particular shows. And then maybe we as a CAB could assess, based on conversations, if that's enough to fill the Spanish void. We can see if it's good or if it needs to be expanded or whatever but maybe revisiting that might be an interesting topic because that population is growing.

**Motion to adjourn:** by Colette, seconded by Dick. Motion carried.

**Meeting adjourned:** 7:15 p.m.

**Next meeting: November 4, 2021, 6:00 p.m.**

Respectfully submitted by Gloria R Simms, CAB Secretary, from recording of the meeting.