

**Approved** minutes of the Community Advisory Board of WJFF Radio Catskill meeting. Held on **February 20, 2020**. Cornell Cooperative Extension, 64 Ferndale Loomis Road, Liberty, NY 12754. **Approved on April 2, 2020**.

**Community Advisory Board members present:** Joseph Abraham, Peter Melnick, Richard Riseling, Gloria Simms, Nicole Slevin, Kalika Stern, Alan Svoboda, Mike Vreeland

**Community Advisory Board members absent:** Colette Ballew, Tasa Faronii-Butler

**Public:** Brenda Miller

**Speaker:** Colleen Monaghan, CCE Sullivan County Executive Director

**Call to order:** A quorum being present, Joseph called the meeting to order at 6:06 p.m.

Motion to accept the February 20th agenda including schedule-at-a-glance by Mike, seconded by Nicole, motion carried.

Motion by Dick to accept December 6th 2019 CAB minutes with necessary corrections; spelling of Richard Riseling and Alan Svoboda names. Seconded by Peter, motion carried.

**Speaker:**

Colleen Monaghan, CCE informed us of the work CCE does in the community and about the past relationship between CCE and WJFF, which has been positive. When asked about additional ways she could see WJFF and CCE work together going forward, she brought up how involved CCE is with local youth, In particular, the 4-H and the new St. John Street Community Hub in Monticello. She said it would be cool to get some of the kids on the radio. This made a lightbulb go off in our heads since we've heard about a need for youth programming coming back to WJFF. Colleen is interested in talking more about this with the station. She can be contacted at CCE's Liberty office. If you cannot get in touch with her, CAB member Nicole Slevin can connect with her.

**Old Business:**

**Meeting Schedule Discussion:**

- Frequency of CAB meeting should be on a regular basis
- Move meetings around to different locations
- Sub-committees meet on alternate months to discuss what they are working on

CAB members agreed to swap the locations of our May and June meetings. The May meeting will be in Grahamsville. Dick suggested that we invite the Tri-Valley FFA to do a presentation.

## **January BOT Meeting recap:**

Joseph attended the January BoT meeting. He was given a physical copy of a letter addressed to the BoT by one of their former members. The letter is a comment on the CAB's recent report on WJFF's Strategic Plan.

CAB passed three motions that warrant an email to the BoT. Motion made by Nicole and seconded by Mike, Motion carried.

- CAB is requesting a formal response from the Board of Trustees regarding the recommendations made in our strategic plan review.
- CAB requests that any recommendations to the Board of Trustees, made in consensus by the CAB, be met with a formal response from the BoT at their earliest convenience.
- CAB requests a copy of the station's 2019 Local Content and Service Report as submitted to the CPB.

**Survey update:** Mike Vreeland gave an update on CAB survey responses as of February 20, 2020 (Survey Monkey). We have almost 70 responses. CAB members brought up the fact that there's no Spanish programming on WJFF. Interestingly enough, while 70 responses is too small a sample size to offer a complete report, the need for programming for the Spanish speaking community, which makes up at least 15 percent of Sullivan County's population, was mentioned in a few comments on the survey so far. Therefore, the CAB decided to begin putting out feelers in the community for people interested in doing such a show. Nicole has agreed to lead the endeavor. Our plan, if a person or persons can be identified, is to get them in touch with station staff to bridge the gap, and hopefully fill this recognized need.

One last note on the survey ... we plan on running a brief in the Sullivan County Democrat newspaper and CCE has agreed to share our survey to their social media. We hope this will broaden our range of participants to members in the community who aren't already involved with WJFF.

## **New Business:**

### **Goals and Objectives:**

- **Policy Manual creation:**
- We passed a motion to begin the process of creating a CAB Procedure Manual. We'd do this ad hoc and it will grow over time. We'll discuss more at upcoming meetings. Motioned by Dick, seconded by Gloria. Motion carried.
- **What's Next:**
- Sonja Hedlund recently sent our CAB an email about the Local Content and Service Report which will be sent to the CPB very soon. Alan expanded on what it is, and

motioned to request that the BoT send CAB a copy of the 2019 report as submitted to the CPB. Motion seconded by Mike. Motion carried.

- Joseph is reaching out to solicit CAB members

**CAB Vice:** Who is interested in the position?

**Motion to adjourn:** by Mike, seconded by Alan. Motion carried.

**Meeting adjourned:** 8:59 p.m.

**Next meeting:** April 2, 2020.