

## Radio Catskill Community Advisory Board Meeting Agenda

*March 30, 2023*

- Call to order
- Motion to approve the last meeting's minutes
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- Introduce new members
- - Neil from Bethel Woods
  - Jill from Harmony in the Woods
  - Franklin from Forestburgh Playhouse
  -
- Raquel's resignation
  - Any prospective nominees?
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- Chairman's report
  - [Listener survey](#)
    - [Distribution plan](#)
    - Spanish translation?
  - [Strategic plan](#)
  - New member onboarding
- BoT liaison report
- Public comment
- Motion to adjourn

## **Minutes of WJFF Community Advisory Board**

**Meeting March 30, 2023** in person@Liberty station and virtually via Zoom

**Present:** Peter Madden, Tasa Faronii-Butler, Colette Ballew, Kalika Stern, Jill Carletti.

**Zoom participants:** Aaron Hicklin, Heily Flores, Neil Hitch, Franklin Trapp

**Absent:** Samantha Mango, Dick Riseling, Kenneth Luck

**BoT Liaison:** Leila McCullough

**Meeting** called to order at 6:05 pm by Peter Madden, Chair

**Motion to approve the minutes** from last meeting made by Aaron Hicklin and seconded by Kalika Stern. Motion carried.

**New Members** Franklin Trapp, Neil Hitch and Jill Carletti were welcomed and introduced themselves.

**Resignation accepted:** Pete Madden reported that Racquel Cortez has tendered her resignation due to personal issues and that it has been accepted. Leaving the position open for recommendations and nominations. CAB continuing to seek more diversity in membership will approach the duo team from “Black Library” and HPAC Tal Bierry as prospective candidates.

**Chair report:** That the listener survey is almost complete with the help of Jill Fruchter to make the survey more data specific to be able to use the survey to help analyze changes over the years. This data will also help develop the strategic plan for CAB as well as record success/failures of strategic plans in future. Distribution plan for getting the survey out is key and hopefully will be even better in responses than last year (280 approx). Incentives are tickets to Bethel Woods as well as certificates to Foster Hospitality restaurants. Goal is to reach 1000 responses. Heily Flores and Colette Ballew will be working on Spanish translation when done. Strategic plan for CAB in final stages and will be added to WJFF report for end of year.

**New Member Onboarding:** It was suggested that we think about the procedure the board follows to welcome new members. Pete reported what he has done recently to get new members up to speed: 1. Sent strategic plan of WJFF for perusal. 2. Sent past meeting minutes. 3. Sent survey questions/responses from last year. 4. Sent invitation to the next meeting to see what CAB is about. It was deemed a solid plan for new members to acclimate to the proceedings by the several new members that have joined the board recently.

**BoT Liaison: Leila McCullough** reported that the annual audit is almost complete. The BoT has several new members and has been thinking about their “Onboarding Procedure” recently. They are looking to refine it for future members to better understand the role of the board. The

station switched towers which led to a few glitches in programming which hopefully have been resolved. The BoT has been thinking about the radius of listenership and audience. Are they going to invest more money to strengthen the signal in PA region competing with WVIA or work to further strengthen the signal in Sullivan county? The bid for signal boosters is always a concern for the tight budget.

**Public Comment:** There was no public present at the meeting but there were a few comments made that worked best under this section. Franklin Trapp reported that the Forestburgh Playhouse has been successful with its fall theater festival, bringing new works to the community, possibly an opportunity for WJFF. Neil Hltch reported that Bethel Woods is doing a community live music happy hour at the HUB on the 2nd Weds of the month, drawing local audiences hopefully, another opportunity for Radio Catskill community building. There will be 20 Artists in Residence throughout the season. Jill Carletti reported that Harmony in the Woods would also be another opportunity for Radio Catskill to build community. Generating ideas for the station to consider.

With nothing further to report the meeting came to a close. Jill Carletti made a motion to adjourn, seconded by Heily Flores.

**Meeting adjourned: 7:01pm**

**Next meeting will be May 25, 2023 at 6:00pm virtually via zoom.**

**Respectfully submitted by,**  
Colette Ballew, Secretary