

Approved 6/18/2019

## DCOC Minutes for May 13, 2019

### WJFF Station House

Attendees: Judith Schwartzstein, Kathy Geary, Jim Lomax (chair), Barbara Demarest (phone), Jim Huntington (Phone). Dan Rigney (GM/staff). Sonja Hedlund (Public)

Meeting was called to order at 5:50 PM. A quorum was present (4/6)

Minutes of April 8, 2019 were approved as amended.

#### Tabling for Spring and Fall

There was a discussion about upcoming tabling opportunities. Dan reported that he participated in the Sullivan County Visitor's annual pamphlet exchange and states that we will increase our presence next year at this event.

Upcoming for June, 2019 will be the Trout Parade – June 8 in Livingston Manor and the Kauneonga Block Party on June 23.

We will be exploring other opportunities.

Jim Lomax will order a table wrap and larger banner for the WJFF booth. This is temporary and will be replaced by new art work in the future.

It was announced that the Barn Dance was cancelled for June 15. The reason for this is that it was decided that we will be concentrating on the community awards ceremony on July 20. It will take a combined effort of the entire board and staff to sell tickets and journal ads.

**Community Awards Ceremony, July 20, 2019** at the Arnold House Barn 5PM – 9 PM. 839 Shandalee Road, Livingston Manor.,

Dan announced that we have received two generous sponsorship grants totally \$10,000. This covers the cost of the event and all moneys generated from the journal and ticket sales will be considered net profit.

Dan Rigney, Thane Peterson and Jim Lomax have been working on the budget:  
Some highlights of income sources and expenses:

Honorees: Patricia Adams and Duke Devin

Ticket prices; \$100/person. Volunteer ticket price: \$60 (at cost). Total of 120 people maximum.

Journal Ad: Cover front and back covers: \$1000 to \$1500

- Full page: \$500
- Half page: \$300
- Quarter page: \$200
- Business Card: \$100
- \$ Goal from journal: \$20,000.

Income from Silent auction: \$1000

Expenses:

- Catering costs \$4800
- Entertainment: \$500
- Printing and mailing costs: \$2660

By the time of the May 15 BOT meeting, “Save the Date” cards will be available for distribution by board members. Our marketing plan will be discussed in greater detail at this meeting.

Sonja Hedlund will be sending information concerning the RSVP program for retired seniors who volunteer time to non-profit organizations that qualify them for mileage reimbursement.

Meeting was adjourned at 6:46 PM.

Next DCOC meeting will be Monday, June 16, 2019 at the station