



Radio Catskill Board of Trustees DCOC Committee Minutes

Saturday, February 4th, 2023

10:30am in person at Radio Catskill's Liberty Studio

Committee members present: Halle Kho, Jeff Barnes, Dale Blagrove, Amy Brightfield, Judith Schwartzstein, Kristina Smith, Heather Quaintance, James Lomax, Leif Johansen

Committee members absent: None

Staff present: Tim Bruno, Patricio Robayo (remote)

Public in attendance: None

Quorum being present, meeting called to order by Chair Kho at 10:50am.

Communications

Social updates from Patricio

- Presented analytics overview
 - Translating stories to video interviews on Instagram is generating lots of engagement
- New media intern from SUNY Orange
 - Larger stations are creating full-time positions specifically for TikTok/Instagram content creation
- Started posting winter closings
 - Used to have no traction on this, but now engagement is up
- Started TikTok account and focusing on growing engagement with reels

Communications Subcommittee Updates from Leif

- Decided to table billboard discussion until website is cleaned up

- Goal of website should be to collect money, state values/vision, and provide programming information.
- We should take a quarter to do a membership drive through all of our communications channels, but especially through social media.
- Comms subcommittee will collaborate with Patricio on developing longer-term social media strategy document
- Recommend broadening social media focus beyond Sullivan County

Website updates from Tim

- Leanna Ballester from River Reporter has friend who is doing audit of Radio Catskill's website
- Plan is to stay on WordPress
- Should keep "listen live" feature easily accessible on reimagined site
- WBEZ's website is an attractive and well-organized example of a direction we could go in
- We'll compare website audit results to the goals/interests expressed by staff and comms subcommittee

Marketing Updates from Tim

- Turning focus to more digital marketing and less print
- Rethinking where marketing budget goes
- Discussed spending on physical materials for in-person events
 - Decals, bumper stickers, mugs, etc.
 - Comms subcommittee vol'd to do some research on this
- Discussed digital "ways to listen" ad

Fundraising

Updates from Jeff and Tim

- Mimi is getting tax letters out
- Lots of database cleanup happening
- Mimi meeting with major donors and business partners
- Joined Foundation Center to get access to grant database - will find options on there and cancel costly subscription

- Working on proposal for Knight Foundation to hire news director full-time to be share with River Reporter--position would be housed under RR.
- Currently 312 sound supporters; sound supporter promos are in rotation
- Applied for longer-shot \$120k generator with Sullivan County
- Discussed future plans for youth-focused beautification efforts at Liberty Studios

Auction updates

- Will be held in August
- Looking for more experiential opportunities instead of gift certificates
- Krissy can get tickets for Broadway shows for auction

Other items

- Dale working on Western Sullivan Public Library cross-promotion with Radio Catskill
- Community Foundation of Orange and Sullivan dialogue in progress regarding donor base
- Amy volunteered apartment in NYC for NYC-based-supporters fundraiser
- Krissy recommended industry party for underwriters - perhaps at station or other local venue

Events

Updates from Krissy and Halle

- Valentine's Day event is off the table this year
- Dale organizing bi-annual Salsa lesson/party at the Tango Cafe
- Developing karaoke/summer event at Tango Cafe
- Callicoon Pride Party interested in Radio Catskill involvement
- Discussed film options for screening series at the Callicoon Theater

Community Awards

- Halle organizing community awards
 - Jim will handle acquiring trophies again

- Discussed education and hospitality themes for community awards in the coming years

Discussion on adherence to Strategic Plan and the role and structure of DCOC.

MOTION (Kho/Brightfield) to adjourn at 12:58pm

All in favor