



**DCOC Meeting Minutes  
Wednesday, November 16, 2022  
5:30 PM via ZOOM**

Members in attendance: James Lomax, Kristina Smith, Heather Quaintance, Jeff Barnes, Judith Schwartzstein, Halle Kho, Leif Johansen

Staff in attendance: Tim Bruno

Absent: Amy Brightfield, Dale Blagrove

A quorum being present, the meeting was called to order at 5:35 PM

Discussion on moving to quarterly in person DCOC meetings starting in Q1 2023. The dates for the 2023 DCOC full committee meetings are:

Saturday, Feb 4 at the station at 10am  
Saturday, April 29 at the station at 10am  
July TBD  
November TBD

**Updates from Tim:**

Updates on projections for music sale, capital campaign communications, possible part-time employee to assist with news programming directed towards underrepresented communities as a part of the Local Edition. Recommended that the DCOC examine the budget before it goes to the full board. Updated on recent \$11,000 Google news grant and new connections with the Sullivan County Job Corps.

Discussion on creating three subcommittees to handle more specific action items for DCOC:

**Events Subcommittee (Community Builders)**

Group Lead: Krissy and Amy

Group Members: Dale, volunteers

The events committee will be responsible for 4 community-builder events throughout the 2023 year. Krissy has already begun planning Movie nights and a dance. We need to identify 2 additional events later in the year to continue to promote events that will attract listeners and

build on membership. This group should plan to meet monthly and push the planning and execution of the events, provide updates ahead of the monthly board meetings via email, and prepare to brief DCOC in detail at each quarterly meeting.

**FOLLOW UP ACTION ITEM:** schedule first subcommittee meeting, decide on details (location, cost, invitation, help) for the next event and be ready to present at the January 9 board meeting.

### **Communications and Digital Strategy (including Donor Management)**

Group Lead: Leif

Group Members: Heather, Judith, Kirsten, Halle

This group will meet monthly and focus on building out the communications strategy, using the work done by the committee last year as a guide. Building out our outreach in every aspect, digital, the crafting of letters to donors, social media planning, website update, etc. This group will also consider how to reach out to our diverse communities and increase diverse representation and outreach.

**FOLLOW UP ACTION ITEM:** Schedule a meeting in December to review the communications strategy documents, review google analytics and define the social media strategy. Discuss website and decide how we will move forward, with update/rebuild/streamline. Plan to present these decisions, and the social plan at January 9 board meeting.

### **Fundraising/Grants Subcommittee**

Group Lead: Jeff

Group Members: Jim, Judith, Halle

We do not have a large push like the Liberty Campaign this year, and we need to work more closely on increasing the fundraising events and opportunities, and reach out for more grants. Jeff and Judith have been actively increasing the number of grants we can apply for, and our goal is to increase private and non-CPB government grant income from \$7,500 to \$100,000 annually by 2026. We also need to increase event income from \$35,000 to \$47,000 by 2026. Possibly re-develop in-person or online auctions. Youth program fundraiser.

### **FOLLOW UP ACTION ITEM:**

Committee will connect over email regarding a committee brunch in December.

**Committee adjourned at 6:50 PM by unanimous assent.**