

DCOC Meeting
Tuesday, December 21, 2021
11:00 AM via Google Meet
Approved March 3, 2022

Members In Attendance: Ken Hilton, Kirsten Foster, Leila McCullough, Heather Quaintance, Amy Brightfield, Judith Schwartzstein, Paul Henshaw, Jim Lomax, Doug LaFrenier,
Absent: Jeff Barnes, Dale Blagrove, Mike Williams
Staff In Attendance: Tim Bruno

A quorum being present, the meeting was called to order at 11:03am

MOTION (Hilton, Lomax): to approve the minutes of September 15, 2021 was made by Ken Hilton, seconded by Jim Lomax.

In Favor: Ken Hilton, Kirsten Foster, Leila McCullough, Heather Quaintance, Amy Brightfield, Judith Schwartzstein, Paul Henshaw, Jim Lomax, Doug LaFrenier

Opposed: none

Abstain: none

Judith opened the discussion asking the committee to consider strategy recommendations that would streamline subcommittees. They included: merging Marketing and Membership under a possible rubric of Listener Support Development, a working group leading to that change headed by Amy Brightfield, while leaving the current Digital subcommittee to focus on operation of, and opportunities for, the website and other digital assets, led by Paul Henshaw and Dale Blagrove; looking at the scope of the Fundraising subcommittee with a focus on grants, which are being researched presently by Jeff Barnes, and special campaigns e.g. the current capital campaign. Events, that is those hosted by WJFF, would remain as is, headed by Jim Lomax. No official action was taken. The above subcommittees or groups will work within this configuration for the remainder of the program year.

Judith then asked current subcommittee heads to report on recent activity and plans for the next six months.

Jim reported that the auction, which he hopes can be enlarged despite uncertainty of Covid, would be the next major fundraising event. He also reported on efforts to program a movie series at the Callicoon Theatre and/or the Hurleyville Arts Centre, that could bring in smaller amounts of funding, and other possible events such as a Valentine's Day event. Paul mentioned the possibility of showing outdoor movies at the Liberty site. Potential use of the Bethel Woods venue for film showings was mentioned within the context of exploring other events with BW. The Events subcommittee will also support the opening event for the Liberty site.

Amy reported that the Marketing group has met twice and is focusing on identifying various segments of our listenership and exploring ways to best to reach them through various media outlets in which the station can advertise -- traditional publication as well as social media, in the

latter case, taking advantage of low cost boosting. Our goal, she says is making people aware of the station and taking stock of who we're reaching, leading to increasing our audience. In addition to advertising, the Marketing group is looking closely at tabling at various community venues and events, including Bethel Woods, Shandalee Music Festival and such community events as the Livingston Manor Trout Parade. Amy suggested we might consider having a float next year; the suggestion was enthusiastically supported and the idea of having music and broadcasting from the float put forward. Tim will put together a list of the tabling events usually covered by station staff and volunteers; new opportunities will be explored.

Paul reported on developments to improve the website, working on new pages and taking advantage of new technologies to expand digital broadcasting, e.g. broadcasting to YouTube. He mentioned that Wordpress is moving to full site editing providing new and better tools for making pages and providing web services. He emphasized his willingness to train volunteers and the prospect that the station can provide opportunities for people in the community to develop valuable skills while benefitting the station, in person when possible, but also online.

Judith reported on the progress of the capital campaign – a January appeal is in development and members of the capital campaign committee are currently reaching out to potential donors. Ken requested that Tim send around bullet points of the progress of the renovation. Judith and Heather will explore the possibility of holding a campaign benefit event at the Beaverkill Valley Inn, in the hopes of attracting residents of the Beaverkill Valley. On the topic of grants, she said that Jeff Barnes is researching opportunities through foundations and government agencies.

Supporting the General Manager for regular pledge drives, increasing the number of sound supporters, increasing income from business underwriting and paid PSAs will be the responsibility of DCOC as a whole. Tim will give thought to how best the committee can be supportive, analyzing results of previous pledge drives as a possible example and sharing any feedback. Ad hoc meetings to discuss any topic can be called as needed.

Committee members decided that meeting bimonthly would be optimal to keep each other informed and generally moving forward. The next meeting will be scheduled in February.

With wishes for good holidays all around, the meeting was adjourned.

MOTION: to adjourn at 11:45. All in favor.