



DCOC Meeting
Wednesday, September 15, 2021
10:00 AM via ZOOM
Approved 12-21-2021

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

Staff In Attendance: Tim Bruno

Absent: Kevin Cooke, Jeff Barnes, Dale Blagrove

A quorum being present, the meeting was called to order at 10:05am.
Amy Brightfield left the meeting at 10:12

MOTION (Hilton/LaFrenier): approval of past minutes from 5/21/21

In favor: Hilton, Foster, Quainance, Brightfield, Schwartzstein, Henshaw, Demarest, Lomax, LaFrenier). Abstain: McCullough

Judith has suggested that DCOC meet only 4 times in the year and leave the rest of the work to the subcommittees. Members all agreed to this strategy and it was suggested to have the remaining 3 be in December, March and June. Foster agreed to act as Secretary for this meeting; Lomax agreed to for December, Hilton agreed for March and McCullough for June. Judith will send a doodle poll around for the subsequent meetings. She also encouraged the groups to plan their sub- committee meetings in advance as much as possible.

FOLLOW UP ACTION ITEM: The group then went through each subcommittee to review who is leading it and what work is needed this year. Tim Bruno reminded everyone that a 2022 budget will be presented to the Board at the November meeting. As such, it would be helpful for each subcommittee to provide their related budget proposals by October 15th. He will share the relevant line items after the meeting.

Membership Sub-committee

Judith will speak with Dale about leading the Membership sub- committee meeting and how that work may unfold – its important. Tabling, surveys, follow-up on prior membership work. Also looking forward to seeing how this subcommittee may approach Membership from a new

perspective but also give some background on what has happened in the past. The Committee agreed that it is critical that we begin driving membership numbers higher.

Events Sub-committee

Lead by Jim Lomax last year and he will continue to do so. He is appealing to all for others to join this Sub Committee given how much work is involved. Jim would like to have volunteers participate on this work. Ken and Heather have both offered to participate, in addition to Amy and Leila. Tim will be giving benchmarks for all current events to the sub- committee so that the group can consider input on the 2022 budget planning.

Events and Membership sub committees should perhaps consider meeting together on occasion to see what type of smaller events we could consider to help engage our Sound Supporters. Assuming that Dale agrees to lead the membership group, Judith will suggest this to as part of his approach of the new sub- committee. The group discussed what type of smaller events would fit into our mission and be of interest to listeners.

Digital Sub-committee

Paul Henshaw is leading this effort and has been making great strides in working on this important sub-committee. Judith has reminded everyone that marketing & advertising is another important component of this and should be considered as well, even if it is not exclusively digital, as it does not fall to any other sub-committee. Jim Lomax reminded everyone that merchandising is included here and should be considered as well. Dale and Heather are also on this subcommittee. Amy Brightfield would be helpful and Kirsten and Judith agreed to speak with her later about her involvement.

Paul mentioned that updates to the IOS and Android app have been released to improve some bugs as well as improve podcasting. There are currently 500 users active currently – digital reach continues to grow and he will be working with the sub-committee to examine how we can grow this. Websites also continue to be worked on.

Fundraising / Grants Sub-committee

We do not have a sub- committee chair – Judith has offered to head this for the interim, as she is already leading the work for the Liberty Campaign. Judith discussed program grants as a possibility for the sub- committee once things in the Capital Campaign are less demanding. For now, the sub- committee will be focusing on the Liberty Campaign. A discussion was held with regard to the capital campaign and making sure that the public messaging is accurate and up to date.

Upcoming Event: WJFF Health Heroes Awards Ceremony – Judith made an appeal to the Committee to help sell tickets and spread the word, as well as to help sell more advertisements for the event program. The group will also consider a table installation at the event to help further promote the Liberty Campaign and raise money for it.

Meeting was adjourned at 10:51.