

Minutes WJFF DCOC meeting 5/21/21
Submitted by Judith Schwartzstein, Chair
Approved Sept 15, 2021

Attending: Amy Brightfield, Kirsten Harlow Foster, James Lomax, Ken Hilton, Paul Henshaw, Doug LaFrenier, Barbara Demarest, Heather Quaintance, Judith Schwartzstein, and Tim Bruno

Absent: Duncan Cooper, Jeff Barnes, Kevin Cooke, Brad Mann, Leila McCullough, John Gordon

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

The first part of the meeting included updates on:

- The capital campaign - approximately \$135,000 in pledges and donations toward our \$150,000 silent phase goal and \$300,000 overall campaign goal.
- Liberty construction – Tim reported that BOCES is scheduled to finish their work by mid-June and that studio integration work is on target to begin the week of July 6.
- Branding – a new graphic identity is scheduled to be presented to the BOT on Monday 5/24. If it is approved plans will be made to roll it out, including the sign in front of the Liberty property and on materials presented at the 'Groundbreaking' of the new facility on June 28 (see Events below).
- Digital developments – Paul described the website move from Bluehost to Lightsail enabling a dramatic improvement in speed. He talked about our podcasts and their distribution through Pacifica streaming to the major services and that we should be thinking about more promotion and aggregation through social media and the web. He said the front (or home) page will be redesigned, that in time the url currently being used for the capital campaign – RadioCatskill.org – will be the new outward facing web address for the station and that an internal website including resources for volunteers is in the planning stages. Paul talked about the need to design for mobile devices which now account for half of our web use. Barb described the process for PSAs which are based in the website, applauding the team of volunteer writers. Both she and Paul noted the need for additional volunteers, Paul emphasizing that training is available and serves as an opportunity for volunteers to learn new skills.

2021 Events were discussed (in chronological order):

- Online auction – Jim has been working with Tim to solicit items for the auction which will take place June 9 – 23. While a few more items are still needed, it is shaping up well and likely on target to meet the \$5,000 goal. Items are gift certificates or vouchers for experiences and services including restaurants and overnight stays, lessons and local retail establishments, valued minimally at \$50, many exceeding that. Items can be viewed and participants can register at:
<https://www.charityauctionstoday.com/auctions/WJFF-Fabulous-On-line-Summer-Auction-21580>

- 'Groundbreaking' – Tim discussed the 'Groundbreaking' of the new Liberty home to take place on Monday, June 28 at 1 p.m. The event will include remarks from locally elected officials and community leaders including State Senator Michael Martucci and Assembly Member Aileen Gunther. Tim will MC the event and Thane will speak as president of the BOT. It will be a short press event with donors, volunteers and others invited to attend. There is discussion of a possible reception afterward
- Yard Sale – an in-person yard sale, spearheaded by Kit Hult, will take place at the Liberty site July 3 and 4. No new items are being accepted as there is an accumulation of things from the last two years. Tim stated that there is lots of parking onsite but if it looked like more would be needed, he can ask BOCES and CCE, both located nearby, to take any overflow.
- Gala – There was extensive discussion about holding an in-person gala with the consensus that it should take place in September or October, a season that will still see second homeowners in the area. The question of who might receive our community awards created a lively discussion, many thinking they might be focused on those who made great contributions to the community during the pandemic, including health care workers, teachers, and local civic and service organizations. The Events subcommittee will discuss further. The financial goal is \$20,000.
- Music sale – Tim reported that the music sale is, as usual, scheduled for the Saturday after Thanksgiving but that the venue is still under discussion – either at the station's Liberty property or again at the White Sulphur Springs Firehouse. He said the music sale team is already at work, selling items through e-bay and that some items will also be sold at the yard sale. \$1,000 has already been raised toward the \$10,000 goal.

DCOC structure

As a new Board year begins July 1, Judith asked the group if they felt the structure for DCOC employed this year – fewer full committee meetings and most of the work taking place in sub-committees – was effective. There was unanimous agreement that the structure does work and should be continued.

The meeting was adjourned at 11:55.