

WJFF DCOC Meeting Minutes  
Friday September 20, 2019 6:00pm  
The Clair, Youngsville, NY  
(approved November 15, 2019)

Present: Duncan Cooper, Steve Davis, Kirsten Harlow Foster, Clay Smith, Barbara Demarest, Ken Hilton, Jim Huntington (phone-in) Jim Lomax, Heather Quaintance, Judith Schwartzstein, Thane Peterson,  
Absent: Bill Fellenberg, Cat Wilson  
Staff Present: Dan Rigney  
Members of the public: none

A quorum being present, Judith Schwartzstein called the meeting to order at 6:11 pm.

The Development and Community Outreach Committee met on Friday, September 20 and agreed to begin addressing priorities through subcommittees as follows:

**Membership subcommittee** which includes Steve Davis, Clay Smith, Jim Huntington, Barbara Demarest and Ken Hilton will review the past several years of data collected and analyzed and discussed at the DCOC meeting by Jim Huntington. No subcommittee meeting date yet set.

The **PR/marketing subcommittee**, including Duncan Cooper, Kirsten Harlow Foster and Heather Quaintance will begin its work on matters pertaining to station identity, image assessment based on analysis of current and projected membership, materials (website, brochures) review and recommendations, and exploration of new digital strategies for PR/Marketing -- beginning with a discussion of pursuing a social media audit, review of the potential for an e-newsletter and PR/marketing opportunities through podcasting of station-produced programs.

**Fundraising subcommittee**, being convened by Jim Lomax and including Bill Fellenberg and Ken Hilton will meet on October 3 to begin work on major donor potential, a capital campaign, grant prospects, starting with discussion of the planned giving program.

The **Events subcommittee**, headed by Barb Demarest and including Clay Smith, Cat Wilson, Jim Lomax and Heather Quaintance, will conference on October 2 to discuss WJFF events for volunteers, members, community, including 30<sup>th</sup> anniversary celebration and fundraising events and community outreach events. Following is an events status report submitted by Barb:

The Events Subcommittee is having a conference call on 10/2 to begin to discuss events for 2020.

There are a number of events remaining in the 4<sup>th</sup> Quarter of 2019:

10/19 Auction

11/15? Barn Dance

11/16? Open House at the Cooperage in association with Maple City Jazz Festival

11/30 Music Sale

Each of these requires a number of volunteer staff for

Admission / check out and, in the case of the Music Sale, food sales

In addition, the station would like to do some Holiday Market tabling events

11/29-12/1      Jeffersonville Bakery

12/7-12/8      Bethel Woods

12/7-12/8      Cooperage

These require 2 people per shift (usually not more than 3 hours) with 2 shifts/day except 11/29 when only 1 is required.

If we are to handle all this (on top of the pledge drive 10/25 – 11/4), it will require a strong turnout by board members.

**PLEASE SIGN UP AT THE 9/30 BOARD MEETING!**

EVENT	VOL 1	VOL 2	VOL 3	VOL 4
10/19 Auction				
11/16 OH – Hones				
11/30 Music Sale				
11/29 OH – Jeff				
11/30 OH – Jeff				
12/7 OH – Bethel				
12/8 OH –Bethel				
12/7 OH – Hones				
12/8 OH – Hones				

The following dates have been scheduled for DCOC meetings: November 15, January 17, March 13, May 15.

Respectfully submitted by Judith Schwartzstein, DCOC Chair 9/26/19