

## DCOC MEETING

Monday, June 20, 2022

Liberty Studios and via Zoom

Members in attendance: Judith Schwartzstein, James Lomax, Ken Hilton, Heather Quaintance, Paul Henshaw (in person); Amy Brightfield (on Zoom)

Absent: Leila McCullough, Jeff Barnes, Mike Williams, Dale Blagrove

Staff in attendance: Tim Bruno

A quorum being present, the meeting was called to order at 2:01

MOTION (Lomax, Hilton): to approve the minutes of March 3, 2022 was made by Jim Lomax, seconded by Ken Hilton. In favor: Jim Lomax, Ken Hilton, Heather Quaintance, Paul Henshaw, Amy Brightfield, Judith Schwartzstein. Opposed: none. Abstained: none.

Judith noted that she was stepping down from the Board and that this would be the last meeting she chaired. She indicated she may continue to be a member of DCOC.

Subcommittee reports:

**Fundraising:** Judith reported that the capital campaign was on hold; that we were waiting for a possible gift from a donor, a grant from the O'Connor Foundation (which we were subsequently notified was not approved) and potential funding from our Assembly Member Aileen Gunther.

Tim reported on grant opportunities through the Mid-Hudson Regional Economic Development Council, possibly providing opportunities for students to learn podcasting. He said they will apply to the Wayne County Community Foundation for the Honesdale studio and the Levitt Foundation for bringing musical content, such as a concert series, to underserved communities. He said that car donations are going well and that there is a new opportunity for real estate donations.

**Events:** Tim stated that they are planning two open houses on July 23 and July 30 to coincide with the July fund drive. He said there was the possibility of including small gatherings with performances. A small ribbon cutting with elected officials and the chamber of commerce may be planned around that time. He also said they are planning a volunteer picnic on August 6.

Jim reported on the online auction scheduled for August 17 – 31 and said that he is working with Heather and Valerie Mansi. He said they currently have 50 items worth a retail value of \$8,000 but would like at least 20 more to bring retail value to \$10,000. There was a discussion of providing online advertising to item donors as an incentive to donate.

The Community Awards program is tentatively scheduled for September 22 at the Eldred Preserve and would honor people who helped the station get to Liberty. Amy wondered if there was any way to include journalists in the awards. Tim will look into that, possibly considering the youth journalists of Manor Ink.

Tim also mentioned that a possible jazz event at the Cooperage in Honesdale is being discussed.

**Marketing:** Amy referred to Tim who reported they are looking to better target social media, are looking into the possibilities of billboard advertising, TV and ads. He reported on discussions with Sullivan Renaissance about new road signage for the property. He also said that Eng San is looking at new designs for totes and hats. Paul mentioned the opportunity to advertise at Bethel Woods concerts and in podcasts as online listeners are increasing.

**Digital:** Paul spoke about having our streams branded with “WJFF Live” by owning our audio streaming server and that non-lossy technology is almost guaranteeing no downtime. He also reported that we now have new opportunities for remote broadcasting. Paul suggested we look into the possibility of holding a digital summit – a conversation about the future of radio and opportunities for digital, given that this provides new opportunities to involve younger people, our existing audience mostly falling into the 40 -70 year- old category.

Motion to adjourn at 2:55. All in favor.

Respectfully submitted by: Judith Schwartzstein