

DCOC Meeting

Wednesday, October 5, 2022

Liberty Studios and via Zoom

Members in attendance: James Lomax, Halle Kho, Kirsten Harlow Foster, Dale Blagrove, Heather Quaintance, Mike Williams, Leif Johansen, Paul Henshaw (in person); Krissie Smith, Leila McCullough (on Zoom)

Absent:, Jeff Barnes, Judith Schwartzstein, Pat Pomeroy, Amy Brightfield

Staff in attendance: Tim Bruno

A quorum being present, the meeting was called to order at 5:31pm

Community Awards

Halle noted that October 20th is coming up quickly and efforts are continuing to be made towards finding sponsors for the program. At this time, \$5,100 has been raised through sponsorships and more are needed. The sponsorship deadline was extended to Friday, 10/17.

Jim and Tim are working on getting the awards completed and they are coming in under budget. They have not yet arrived.

With the date coming right up, the committee determined that we need to get the word out and sell tickets. We are aiming for 50 attendees and 12 tickets have been sold so far but it was noted that most people buy tickets last minute. Kirsten is going to send an email out to all board members requesting that each member send an invite to 10 people in their personal network. Kirsten will invite Mark Baez and suggested we invite last year's attendees to ask them to come back to support the station. Tim noted that a pair of tickets was given to each awardee.

Tim reported that he sent out an email blast today and on air announcements coming soon with social media posts next week highlighting all the award recipients

Send out an invite 10+ people on your personal contact list for the community awards

Dale and Time are attending the Sullivan Chamber networking breakfast on Friday, 10/7, and will be making a pitch there.

Halle reported that the brochure is being worked on. She will send over the layout once she gets it and that it just missing ads. Five business days are needed for getting it printed though we may be able to get it down to 3 days. The quote says 10/14 according to Tim.

Music Sale

Preparation for the music sale is well underway and Krissie will set up Sign Up Genius for volunteers to sign up for two hour shifts Tim will look into having a food truck at the sale so attendee can have a bite to eat. As an alternative, we can add a baking sign up list. He reported that we are not able to use the kitchen and the food truck option is preferred if we can make it work.

Tim reported that we do need more items as we don't have as much stockpiled as we did in the middle of the pandemic.

Fund Drive

The Fall Fund Drive is scheduled for October 21 through November 5 and the mailing is currently being printed by Spencer Printing. As far as the committee is concerned, we are needed to sign up for shifts. Tim and Jim are reaching out to people that they haven't heard from in a while. Jim suggested having business challengers come in to be on the air; not necessarily current underwriters but some that might have events coming up or just want to provide some general help to the station. Halle is going to check in with Mark from the Neversink General Store.

An Open House is scheduled for October 29.

Grants

Sullivan County Legislation Grant app was submitted on Friday, September 30. This would provide funding for a generator and its installation at \$125,000. The grant is justified as being for public safety and distribution of communication.

Tim reported that other grants are being considered for next year. One through FEMA (next gen) which provides equipment funding for radio stations. We should know in the spring more specifics of what we can ask for.

Niska has a big grant for capital but we don't qualify because we're not considered to be part of the arts in their eyes.

Other

Dale agreed to help to keep the Project Timeline document up to date in the shared document so we can have an easy way to see deadlines at a glance.

Tim reported that Apple Pie Palooza is coming up on Saturday, October 8, at Catskill Brewery. The station will raise funds with the sale of donated pies and the brewery will get a cut.

There was a lot of discussion about what fund raisers we want to do going forward. Community building is good but they aren't usually big fund raisers and we have to think about time and effort involved in relation to funds raised. Ideas for a winter event included a dance party, Callicoon Theater movie night, Callicoon Battle of the Bands. Initial thoughts for a dance party location were Cabernet Franks and Upward Brewery. We will put together a list of possible locations/events and, once we have something on paper, we'll come up with rough numbers to determine what options make most sense as for raising funds. Tim suggested we continue to improve our current fund raisers (community awards, online auction, and music sale) so we can raise more with these and still plan for some community building events too.

Meeting adjourned at 6:29pm