

Minutes DCOC  
January 17, 2020  
The Clair, Youngsville  
Approved March 13, 2020

In attendance: Judith Schwartzstein, chair; Duncan Cooper, Kirsten Foster, Heather Quaintance, Jim Lomax, Barb Demarest (on phone), Clay Smith (on phone), Thane Peterson (on phone), Dan Rigney  
Absent: Steve Davis, Bill Fellenberg, Ken Hilton, Cat Wilson (resigned from Board)

A quorum being present the meeting was called to order at 4:10 p.m.

Heather moved and Jim seconded a motion to approve the minutes of November 15, 2019

Dan presented a schedule for the pledge drives for 2020 (attached). Goals for spring and fall were raised, while the summer was lowered based on last year's performance. A discussion ensued about how additional appeals for donations, such as the capital campaign, would fit within the pledge drive schedule.

A motion was made and approved (Duncan moved, Kirsten seconded) to add two special one-day on-air appeals, one at the end of the year and one specifically for the move to Liberty. Thane noted the need to coordinate the special appeal for Liberty with an update on progress of the move on the station's website.

Subcommittee updates:

#### Membership

Barb Demarest is now chairing the Membership Subcommittee. Dan presented a comparison of number of members numbers for the last 5 years. The total has remained generally consistent at roughly 1,200.

A community survey, prepared over the last few months, will be distributed both through an online Survey Monkey, emailed to our database and available on our website, and a paper version, available at the station and distributed at events and through libraries.

Discussion addressed the need for training of volunteers, both on-air and pledge takers on the phone. Attention to specific language – e.g. “annual” v. “one-time” gift (as opposed to monthly sound supporters) should be made.

A motion was made and approved (Duncan moved, Kirsten seconded) to review and edit the one-sheet pledge sheet scripts for volunteers and staff on air and on the phones during pledge drives.

#### Fundraising

The fundraising subcommittee reported that they are working on a campaign plan mainly for capital funds for the Liberty site; planned giving will be included in the campaign.

Dan reported on the status of underwriting stating that while new businesses are coming in, he is looking for large businesses, particularly hospitals/medical centers. Dan will provide the PR subcommittee with a list of current underwriters and the rate schedule. They will review these materials as well as consider opportunities for additional underwriting potential utilizing the station's digital resources. In addition, testimonials from underwriters will be gathered, Dan reported, providing content for promotional materials.

Dan discussed grant opportunities through DVAA, including one due March 1, that staff and DCOC will pursue.

## Events

Jim Lomax has taken over as chair of the Events subcommittee. Events throughout the year will all include aspects of the 30<sup>th</sup> anniversary theme both for fundraising and volunteer recognition. The committee is hoping to know the program plan for the anniversary in order to coordinate on-air programs and community events.

Dan reported that the popular Movies & Music series will resume with two expected events at the Callicoon Theatre and two in Hurleyville at the HCA.

## PR

Dan presented the need to update WJFF station imagery as well as enhance the appeal of our marketing materials both online and print. The committee suggests major changes should be timed to the move to Liberty but that a short-term modification to include the 30<sup>th</sup> anniversary theme would be desirable.

Duncan presented a proposed digital strategy, including an e-newsletter, and will meet with staff and volunteers to consider and pursue. (attached)

There was discussion about the broadcast of the full impeachment trial.

The meeting was adjourned at 5:45 p.m.