

Minutes of the Meeting of the Executive Committee

WJFF Radio Catskill Board of Trustees

March 18, 2021 10:30am ZOOM online virtual meeting

Approved April 19, 2021

Committee members present: Thane Peterson *President*, Kirsten Foster *VP*, Kathy Geary *Secretary*, John Gordon *Treasurer*

Committee members absent: none

Staff Present: Tim Bruno

Public: none

A quorum being present, Thane Peterson called the meeting to order at 10:36am.

MOTION: (Geary / Peterson) to approve the minutes from the previous committee meeting on 2/18/2021.

In favor: Thane Peterson, Kirsten Foster, Kathy Geary, John Gordon

Opposed: None

Abstain: None

We have new versions of the financial reports from the transition to Quick Books online. It integrates with our new donor management software. Tim Bruno reports that we received at PPE loan last month.

Thane is heading an FCC License work group. He asks we keep our plans confidential since we are not the only ones bidding in the upcoming auction. Licenses are available in Narrowsburg and Montgomery. They will expand our terrestrial broadcast footprint. Thane reports that we are no longer working with the consultant from Oregon and he is now in touch with Scott Fybush, who is located in NY.

MOTION: (Foster / Gordon) to recommend that we hire Scott Fybush as a media consultant for an initial retainer of \$1800 to research the purchase of an FCC broadcast license.

In favor: Thane Peterson, Kirsten Foster, Kathy Geary, John Gordon

Opposed: None

Abstain: None

Thane Peterson has invited the CEO of Bold Gold Media, Vince Benedetto, to make a presentation on the Future of Radio at the upcoming BOT meeting on Monday 3/22.

The agenda for the next BOT meeting will also include updates from the Strategic Planning Work Group, Personnel Committee and Nom & Gov, reporting on the diversity initiative.

Thane Peterson presented a Programming Policy draft for our review. Then it will be presented to the BOT next month and made public in May 2021.

Liberty Studio

The Liberty Capital Campaign has raised \$110K of a \$300K goal.

We discussed the potential broadcast equipment expenses for the move to Liberty and Tim Bruno reports he has gotten quotes from two sources.

Tim Bruno reports that BOCES students will be back on their regular schedules in April and will return to the in-kind work on construction at the Liberty studio. Phase 1 of the project should be complete by June 2021.

Tim Bruno requests office support for the ongoing Capital Campaign to manage communications with donors and to learn the donor software Kindful. He suggests it would be about 20 hrs per week for \$15 per hr. for the length of the campaign. Approximate expense of \$5K. He asks for recommendations.

MOTION: (Peterson / Geary) to recommend that we hire a part time office assistant for managing the Capital Campaign for

In favor: Thane Peterson, Kirsten Foster, Kathy Geary, John Gordon

Opposed: None

Abstain: None

Kirsten Foster reports that Love & War design firm will have a listener survey ready next week to distribute to our email list of volunteers and listeners. They will coordinate with the SPWG. We will ask other organizations to share the survey, for instance Sullivan County Visitor Assoc. We will post it on our website and share on social media.

The Nom & Gov committee is preparing to collect and post the station policies on the website including Gift, Endowment, Harassment, Diversity, Programming, etc. This is being lead by Sally Stuart and Kathy Geary. The policies should be ready for posting byh April.

Public Comment

None

MOTION: (Peterson/Gordon) to adjourn at 11:34am.

In favor: Thane Peterson, Kirsten Foster, Kathy Geary, John Gordon

Opposed: None

Abstain: None

Minutes submitted by Kathy Geary, Secretary