

## **Minutes of the Meeting of the Executive Committee**

### **WJFF Radio Catskill Board of Trustees**

April 19, 2021 2:30 pm ZOOM online virtual meeting

Approved 6/29/2021

**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 2:40pm.

**MOTION:** (Geary / Peterson) to approve the minutes from the previous committee meeting on 3/18/2021.

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

Opposed: None

Abstain: None

### **Spring Pledge Drive**

Tim Bruno reports that we have raised \$26K as of today and will end the drive on April 24.

### **Liberty Property**

Tim Bruno has signed the contract with DNAV Integration, 140 E Prospect St, Hackettstown, NJ 07840, to handle the digital broadcast technology and installations at the Liberty property. They will sign and return. They will do a walk-through of the property on Thurs 4/22. They will begin work in July with completion and first broadcast scheduled for Nov 1. They will remain on-site for support during the first two full days of broadcast from the new facility. We still need to hire a General Contractor for the other construction work in Liberty.

Tim discussed the plans to re-open the Jeffersonville studio for volunteer access in May, with appropriate Covid-19 protocols.

### **CPB Grant**

WJFF has just received notice that the CPB will issue a \$200K grant from the American Rescue Plan Act Stabilization. The CPB is supporting Rural Radio stations like WJFF. The grant is not repayable and can be used for programming and broadcast operations. American Rescue Act Stabilization Grant funds must be used to maintain the Grantee's public media station's programming and services impacted by the coronavirus and attendant loss of revenues.

Kirsten Foster recommends that we conserve the funds. The grant will not be used for the Capital Campaign or the Liberty property move. The grant can be used to reassure potential donors in the long-term viability and stability of WJFF Radio.

### **Branding**

Kirsten Foster reports that Love & War design firm has completed a survey with 130 responses. They were pleased with the results. Most people listen to the terrestrial broadcast. Local programs are very important. People consider WJFF a great alternative to commercial radio, a 'progressive alternative'. They called it the 'glue' of the community and created a sense of 'pride of place'.

At the next meeting on Friday April 30, Love & War will present the first draft of the visuals, the logo and other materials. Kirsten notes that the timing of the re-branding coincides nicely with the first broadcasts from Liberty in Nov this year

Thane Peterson has invited Carla McCabe of WVIA TV & Radio who will make a presentation to the Board at this evening's meeting.

### **Public Comment**

None

**MOTION:** (Peterson/Gordon) to adjourn at 3:23pm.

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

Opposed: None

Abstain: None

Minutes submitted by Kathy Geary, Secretary