

## WJFF Outreach Committee – APPROVED Minutes

August 14, 2023

Attendees: Barb Demarest, Jeff Barnes, Amy Brightfield, Mimi Bradley, Tim Bruno

Absent: Heather Quaintance

Barb called the meeting to order at 5:10. She was elected committee chair.

As the Outreach Committee is new, the meeting focused on the current status of the areas designated for attention by the Outreach Committee.

### **CURRENT STATUS**

Note: Master Calendar is attached

### **FUNDRAISING EVENTS**

- Community Awards 9/28. Ad sales are moving decently and concentration should be on ticket sales.
- Applepalooza 10/7 at Catskill Brewery
- Music Sale- Pop-up on Labor Day. Full event 11/25. Looking for vinyl from Woodstock Artists, BlueNote, Turntables/Speakers
- Auction in process

### **FUND DRIVE**

- Summer drive came in at 84%. Community members and volunteers were great assets. Fewer donors but higher amounts.
- Starts October and goal is 50k. Ask letter will go out earlier
- Looking to have Board members make Thank You calls
- Possible donor cultivation event
- Expand Sound Supporter incentives. Look to have a lapsed Sound Supporter campaign
- Possible LYBUNT calls during the fund drive

### **COMMUNITY BUILDING**

- Will continue to invite community leaders to come in to speak during the fund drive
- Holiday Party will include volunteers

### **COMMUNICATIONS AND MARKETING STRATEGY**

- Plan to move to less print and more digital outreach
- 3 month Times Union/Hurst campaign ends in September
- Having been using Artkill/Digital and WJFF Newsletter
- Placemats / Script bags are under consideration

- Social media posting on Insta Reels has been most successful. Also posting in facebook groups
- Merch has been moving well

#### UNDERWRITING

- Have already achieved 99% of annual goal
- Budget should be increased next year

#### NEXT STEPS

Determine when Finance Committee needs Budget recommendations

Meet September 18 at 5:30

Begin to come up with income/expense \$ and plans to support

Meeting adjourned at 6:08