

**DRAFT WJFF Radio Catskill Board of Trustees
Minutes of the Strategic Planning Working Group
September 8, 2023 at 9am** Online Meeting

Committee Members Present: Clay Smith, Barb Demarest, Leifn Johansen, Kirsten Harlow Foster, and Sally Stuart

Board Members Present: None

Staff Present: Tim Bruno and Mimi Bradley

Sally volunteered to be the secretary for the committee.

The Working Group reviewed of the agenda and approval of the meeting dates, including:

- Friday, January 19 at 10:00am
- Friday, April 19 at 10:00am
- Friday, June 14 at 10:00am

Sally will add these meetings to the website and Clay will send out calendar invites to the members

Committee members reviewed and discussed the tracking sheet. It helps us to review what we have done, what needs to be done this year and how the strategic plan may need to be revised. For ease of use and to move the work forward for this board year, the spreadsheet will be edited to highlight what we need to focus on.

The Committee decided to divide this work by strategic plan goal. Barb, Leif and Tim will work on outreach goal; Kirsten and Tim will do the local news and programming goal, Clay and Tim will review the capacity building goal, and Sally, Barb and Mimi will review and recommend revisions to the fundraising goals. We will report back to Clay within a few weeks.

Tim pointed out some Catch 22s in the plan as some areas of the plan will always be ongoing e.g. adding and developing cultural partnerships. We can be more specific on the goals/success metrics so that we track progress in these areas. For example, we can refine our success metrics. We added 5 hours of local news. Now we need to refine the goal.

Barb suggested setting subgoals by year. We also discussed that our goal of expanding local news coverage wouldn't always be on-air goal. It could be an e-newsletter or podcast.

Clay was unanimously elected to chair the group.

Submitted by Sally Stuart, Working Group Secretary