



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
July 22nd, 2025 at 6:00pm**

Meeting Location (Online Meeting)

Approved: 8/11/2025

Committee Members Present: Don Almquist, Jeff Barnes, Barb Demarest, Jill Fruchter, Matthew Goldman, Elizabeth Hope Williams

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: none

A quorum being present, Jill Fruchter called the meeting to order at 6:02pm

Mimi opened the meeting by updating the committee on the summer fund drive, which has been and is continuing to be very successful. Messaging has been adjusted to reflect Congress' approval of the Recission order defunding the CPB. There was a great deal of community feedback that was heartening, and she reiterated how grateful we are for the community support.

Mimi will be doing some giveaways this week directed to our sound supporters and new donors. There seemed to be more new donors than ever and returning donor support was strong and generous. The summer fund drive traditionally has been more difficult.

Tim emphasized that we need to directly and honestly speak with the community that we are now facing a \$130,000 deficit this year, with next year having a \$170,000 projected deficit and how and why we need their support. We do a lot with a little, but we have significant and difficult decisions to make.

Barb updated the Outreach Committee that in discussions in the Finance Committee it was decided that the proper thing to do was to cancel the Community Awards Event this year, as it takes a great deal of time from Mimi and the volunteers, where their time is already strained and better utilized elsewhere.

There are some other upcoming events for fundraising opportunities: the Lew Beach event on September 13th and Barbara Martinsons will be hosting a dinner at Threshold in Livingston Manor on September 9th.

Jill discussed the Community Survey and how the committee can better get the word out to respond to the survey to help us respond to the needs of our communities, both listeners and non-listeners. There was a call to distribute flyers promoting the survey. There will also be an email blast and it will also be promoted on the Station's socials. The survey will be open until mid-August.

Jill talked about the Station winning third place in the Chronogram Awards and thanked the Outreach Committee for their effort in helping this happen.

Mimi updated the committee on the API Influencer Grant efforts. The Catskill Crew made Radio Catskill the headline subject of their newsletter, which had calls to action to donate and to complete the community survey. There are going to be two further posts upcoming. Noah Kalina is working on two videos now, the first one on the camel at the Baryville Oasis.

Mimi gave the committee updates on the summer events. The tiny porch event was a success, Tim made the event broadcast live on the station, which was very successful as well. Everyone seemed to have a fun time.

There have been a lot of 35th anniversary T-shirts sold, which was designed by Nya Reebe, who is a graduate of Liberty HS and SUNY Sullivan.

Upcoming events are the Callicoon Country Fair, which Tim will be at the table. Jill and Ronald will be at the Borscht Belt Fest, and Mimi, Tony, Rosie, and Kim will be at the DVAA Riverfest. The Catskill Brewery event doesn't have a date set yet. Elizabeth will be helping out with the Lew Beach event. Mimi will send out requests for board support.

Matthew is having several events coming up at the Common Good and extended to have board member attendance and station material on hand.

Meeting adjourned at 6:50pm

Submitted by Donald Almquist