



WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Strategic Planning Work Group
October 28, 2025 at 12pm

Meeting Location: Online Meeting via Google Meet

Approved on 11/10/25

Board Members Present: Leif Johansen, Jill Fruchter, Ilya Marritz, Pete Madden

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: None

Leif shared a progress update and an intended timeline for completion of the strategic plan.

The work group reviewed the draft of the new strategic plan and discussed appropriate success metrics for each goal.

The group brainstormed goal section titles and decided to finish polishing titles and several goals' wording offline.

The group briefly reviewed the introductory/background section that Ilya is drafting and the data collection methods/SWOT section being developed by Jill, with intended completion of both sections by November 1st.

The group discussed next steps, including sharing a finalized draft with the board and the formatting and graphic design needs for the document once content is finalized in the coming weeks.

MOTION to adjourn at 1:20pm (Johansen/Fruchter)

In Favor: All

Abstained:

Opposed:

Submitted by: Leif Johansen