



**WJFF Radio Catskill Board of Trustees
Meeting Minutes of the Outreach Committee
April 21st, 2026 at 6:00pm (rescheduled)**

Meeting Location (Online Meeting)

Committee Members Present: Don Almquist, Jeff Barnes, Jill Fruchter, Elizabeth Hope Williams

Committee Members Absent: Barb Demarest, Matthew Goldman

Staff Present: Tim Bruno, Mimi Bradley

Members of the Public Present: none

A quorum being present, Jill Fruchter called the meeting to order at 6:08pm

Mimi Bradley opened the meeting giving updates on the Spring Fund Drive, which was a huge success, highlighted by a first-time donor who called in on Thursday and closed the drive with an over \$7,000 donation. They noted a decline in lower-level donors but confirmed that large gifts continue to support the Station. Mimi observed that board participation was at its lowest point in terms of both volunteering and donating since she started. She encouraged the group to discuss how to encourage greater participation for the summer drive.

Mimi and Jill discussed integrating a board fundraising training segment into an upcoming meeting. This training would include strategizing around a board challenge to demonstrate unity, which helps encourage listener support. They noted that the summer fund drive is historically the most challenging.

Tim stressed that having a board presence, whether by answering phones or going on air to pitch, is equally important as donating, as the board's visibility carries significant weight with listeners, volunteers, and staff. Mimi agreed, emphasizing that even if board members cannot donate to every fund drive, being present is meaningful.

Mimi introduced the upcoming event schedule, urging board members to commit to being present at events if possible.

Upcoming events include:

- May 17, 2-6pm: Pints for Public Media at The Common Good (after Ellenville Run Like the Wind)
- May 23: TBC Joint fundraising event with WIOX/Roxbury Arts Group
- May 23: Music Yard Sale
- May 30: "History of a Brief Time" fundraiser at Lew Beach Community House
- June 13: Trout Parade
- June 24: Cochection Pump House Dance Party
- June 27: Lew Beach Community House Music Fundraiser
- July 12: Blue Fox Motel Pool Party
- July 25: Callicoon Country Fair
- July 26: Riverfest
- September 19: WJFFest at New Memories

A major joint fundraising event with WIOX and the Roxberry Arts Group is scheduled for May 23rd. This will be a community live music event and the station's first visible presence in the Roxbury community, with staff tabling to raise awareness. Board presence is highly encouraged for this event, which unfortunately conflicts with the music yard sale. Jill suggested preparing materials, such as a binder featuring local journalism awards, for the Roxbury event. Donald advocated for the use of QR codes to provide digital content and reduce the need for paper. Jeff volunteered to attend the May 23rd event.

Jill discussed the Chronogram Reader's Choice awards and initiated a discussion on strategies to maximize their votes. The voting period is April 15th to May 15th. Jill has been voting daily and encouraging family members to do the same. Mimi will ask volunteers to vote and promote the station. Jeff suggested that the social media team create easily repostable content to drive more engagement and views. Tim noted that posts were already sent out on the WJFF platform and will continue weekly. Elizabeth suggested creating a generic QR code image that board members could easily share on their phones to encourage voting in person.

Don suggested forming a team of runners for the Run Like the Wind 5K on May 17th. Elizabeth expressed interest in participating and getting others involved. They proposed that the team wear the station's robot-themed t-shirts, which Mimi confirmed are available. Don agreed to be the point of contact to rally the runners, and Mimi said she can send a call to volunteers.

Mimi provided an overview of the underwriting program, sharing the current list of underwriters and the rate sheet. They reported that they have an aggressive annual goal of \$100,000 for underwriting. The loss of two larger packages, Sullivan County government and a Pennsylvania business park, has made achieving this goal more challenging. She encouraged board members to utilize their community connections to approach small business owners about underwriting, particularly the \$550 Special Events package. Board members are not expected to close the deal, but rather to cultivate leads by identifying potential underwriters not currently on the list.

Elizabeth proposed organizing a one-night-only radio play event featuring actors from local arts groups like NACL, possibly as a fall or holiday fundraiser.

Meeting adjourned at 6:56pm

Submitted by Donald Almquist