

**Present:** BoT members: Steve Van Benschoten, David Barnes, David Dann, Dawn Dorcas, Lisa Lyons, Fern Hagedorn, Rose Brown, Michael Propst and Robert Rosengard.

**Absent:** Stephan Schick.

**Also present:** Winston Clark, Station Manager. **Volunteers:** Les Mattis.

Meeting called to order at 6:30pm by Steve Van Benschoten at the Jeffersonville Village Hall.

Motion made to approve the February 23, 2011 meeting minutes as amended and to attach the February reconciliation summary when available by Rose Brown and seconded by David Barnes. In favor; all. Opposed; none.

Motion made to approve the March 9, 2011 meeting minutes as amended by Lisa Lyons and seconded by Robert Rosengard. In favor; all. Opposed; none.

Questions and Comments from the Public. None at this time.

Station Manager's Report by Winston Clark.

- Almost all of the new engineering equipment for Master Control and Production has arrived and will be installed after the Spring Pledge Drive.
- CPB's (Corporation for Public Broadcasting) Rural Listener Access Grant deadline has changed from June to March 31<sup>st</sup>. The last installment of \$35,000 of this grant from 2010 maybe held up by Congress.
- The 2<sup>nd</sup> annual FoodStock food and wine festival will be Saturday May 7<sup>th</sup> from 11:00am to 4:00pm at the Villa Roma in the Tennis Building instead of the Club House. Admission is the same; \$20.00 with wine and \$15.00 without wine. 50 vendors are signed up and more vendors are expected. Volunteers are needed to take money.
- Bethel Woods Center for the Arts is not renewing their sponsorship due to budget constraints but they plan to purchase paid PSA's (Public Service Announcements).
- The Fischer Foundation offered WJFF a \$7,500 matching grant this year; an increase from the \$5,000 grant in 2010.
- The Voice Box service now formats the listener comment messages as MP3 files which will be sent directly to WJFF staff.
- Lobbying on air for continued congressional support for the CPB (Corporation for Public Broadcasting), according to Ginny Berson of the NFCB (National Federation of Community Broadcasters), is permissible by the volunteers but not by the paid staff. Should a Blog be added to the WJFF website? WJFF does have a website, a Face Book page, e-mail, and Voice Box – listener comment line; do we need a Blog? If a Blog is started, WJFF would have an obligation to monitor it.
- The Spring Fund Drive starts Thursday March 31<sup>st</sup> with a goal of \$45,000. The Spring drive is historically the weakest. Expecting feedback on the changes to the weekend schedule. Reasonably well set for premiums but for the first time WJFF will be purchasing premiums; CD recordings. Help is needed to answer the phones and a promo will be made to play on air.

### Committee Reports:

Programming Committee: no report at this time.

Motion made by David Dann and seconded by Fern Hagedorn to thank Brinton Baker for his 11 plus years of selfless service to WJFF and the Programming Committee. The BoT thanks him for his tact, patience, loyalty, dedication, and for always keeping the best interest of the station and community in the forefront; his leadership will be missed and we wish him all the best. In favor; all. Opposed; none. Rose Brown and Dawn Dorcas will attend the April 13<sup>th</sup> Programming Committee meeting and read the motion.

Facilities Committee report by Dawn Dorcas:

Michael Propst assessed the station for Handicapped accessibility. Michael drafted a plan to replace the steps into the second floor of the station and recommended adding a handicap parking sign and blue parking lines. According to International (Building) Code Counsel for New York State, air quality is not a measure of accessibility. Air quality is regulated by OSHA (Occupational Safety and Health Administration).

The next workday is scheduled for Sunday April 17<sup>th</sup> from 12:00pm to 4:00pm. There are a combination of inside and outside projects planned. Store sand buckets, repair the station gutter, paint, gardening, seal station windows, and check outside light bulbs.

For year three of the Sullivan Renaissance Category C Grant with the Jeffersonville JEMS, WJFF will be lighting the new WJFF sign on Route 52.

Finance Committee Report by David Barnes:

- The YTD revenue is down about \$14,000 from YTD 2010, mainly due to the 2010 CPB stimulus and foundation grant not repeated thus far in 2011. Underwriting is down about \$1,600 but car talk donations are up over \$3,000. Membership and contributions are up about \$2,000 not including \$4,600 in additional contributions received since March 7. Foundation grant of \$7,500 received from the Fischer Family; a matching grant for the Spring Fund Drive.
- Conclusions: Given the possible risk to WJFF's CPB funding due to the current political threat to its budget, the station's board and staff need to focus on generating more revenue from other categories. Expenses look generally OK given that the main contributing items to the year-to-year variance are the one-time engineering expenses and timing of paid programming expense.
- Winston estimates the next 60 days income at about \$85,000 -- with Pledge Drive \$35,000, underwriting \$5,000, CPB grant \$35,000 and Foodstock benefit event income \$10,000. This should comfortably exceed two months' average expenses and bring us from \$40,000+ to a \$29,000 cumulative YTD deficit.
- Rose Brown, Steve Van Benschoten, and David Barnes will be meeting on April 15<sup>th</sup> from 3:00pm to 5:00pm at Steve's house to brainstorm ideas for new benefit events.
- The Vanguard Bond Fund 4 month report has not been received as of yet.

Fundraising Committee report by Rose Brown:

Rose and Fern Hagedorn have been calling volunteers to organize Spring Fund Drive help; i.e. answering phones, and pitching on air.

Nominating Committee Report: There is a new possible candidate for the WJFF BoT.

Ad Hoc News Committee Report by David Dann:

The Saturday March 26<sup>th</sup> meeting was postponed. The Committee continues to consider ways to expand local news produced by WJFF.

Volunteer Report:

Les Mattis commented from Lisa Brody's notes from the Volunteer meeting that it may be worth hiring an outside consultant to assess the WJFF website. Some volunteers are reporting that it is difficult to navigate. The Volunteers think it would be a good idea to post the Station Manger's report. The Volunteers want the Volunteer elected members of the BoT to be advocates for the Volunteers. The response from the Board was that each member of the BoT is working for the best interests of WJFF and are not on the BoT to advocate for the special interests on any person or group. Furthermore, BoT members are WJFF Volunteers too.

Fern Hagedorn commented that there are complaints made at the Volunteer meeting but the meetings are also constructive. There is a general agreement that more volunteers are needed. The expectations for volunteers need to be made clear to all new volunteers.

New Business:

The WJFF List Serve is for the sharing of WJFF related information. It is not intended for personal use, political comments, expressing personal opinions, and / or personal attacks. WJFF has an obligation to monitor the use of the List Serve. Steve Van Benschoten asked David Dann to make a draft for the rules for List Serve use.

The Volunteers would like clarification on the Grievance Policy. If the grievance is with the Station Manager and the first step of the grievance policy is to meet with the Station Manager, what should the volunteer do? Can there be a smaller group of BoT members to meet with instead of the larger BoT? Volunteers can contact the BoT President. But, before any grievance is presented to the BoT, the aggrieved party must first attempt to resolve the issue with the Station Manager. Failing that, a written statement explaining how the rules and responsibilities outlined in the Volunteer Handbook have been violated should be presented to a member of the BoT. If the BoT determines that a hearing is warranted both sides of the issue will be permitted to state their case in an executive session. The BoT will then determine what needs to be done

Questions and Comments from the Public. None at this time.

Motion to go into Executive Session at 8:45pm (to discuss personnel matters) made by Robert Rosengard, and seconded by Lisa Lyons. In favor-all. Opposed -none.

Motion to go out of Executive Session at 9:00pm by Robert Rosengard, and seconded by Rose Brown. In favor-all. Opposed-none.

Motion to adjourn the meeting at 9:00pm by David Dann, and seconded by Michael Propst. In favor-all. Opposed-none.

Respectfully submitted,  
Dawn Anne Dorcas  
Secretary