# WJFF Board of Trustees (BoT) Meeting Minutes January 25, 2012

Adopted on February 15, 2012

Regular Meeting Wednesday, January 25, 2012 Jeffersonville Village Hall Jeffersonville, NY 12748

#### **Present**

BoT Members: Rose Brown (Vice President), Dawn Dorcas (President), Fern Lee Hagedorn (Secretary), Michael Propst (Treasurer), Arthur Steinhauer, Steve VanBenschoten

Staff: Winston Clark, Station Manager

Volunteers: Sonja Hedlund, Les Mattis, Heidi Schneider

### **Absent**

BoT Members: David Dann, Darlene Midlang, Stephan Schick

**A.** Call to Order: Meeting was called to order at 6:35 pm by President D. Dorcas.

**B** 1. Motion to accept 12-21-2011 minutes made by R. Brown, seconded by M. Propst.

In favor: Brown, Dorcas, Hagedorn, Propst

Oppose: None

Abstain: Steinhauer, VanBenschoten

**B 2. Motion to attach reconciliation summaries** made by S. VanBenschoten, seconded M. Propst In favor: All

- C. Questions and comments from the public: It was brought up that a gas drilling organization is an NPR underwriter. Given the sensitive nature of this issue, request clarification from NPR on this. Winston will follow-up.
- **D. Volunteers' Report:** Heidi Schneider and Sonja Hedlund reporting. Heidi and Sonja, together with two other WJFF volunteers, visited a community radio station, WROX, in Roxbury, NY. WJFF volunteers were warmly welcomed. The station has been in existence for two years. It is staffed by volunteers and funded through extensive underwriting. Sonja handed out WROX's station schedule, training sheet, and underwriting announcements. All of WROX's basically talk format is locally-produced, with the exception of "Democracy Now." WROX is interested in how WJFF does its pledge drives. Winston has been invited to make a visit. It was noted that it does not appear that WROX is an NPR affiliate, given the content and length of their underwriting announcements. The board thanked the small group for their visit.

# E. Committee Reports

- 1. Program (John Gordon, chair) no report.
- 2. Facilities (S.VanBenschoten) -- Green house cleared and cleaned up; some bulky items need to be disposed of. It is functional now.

- 3. Finance (M. Propst,chair)— according to Treasurer's Report, income is on track, and in certain categories, ahead.
- 4. Fundraising & Community Relations (R. Brown & F. L. Hagedorn, co-chairs) A meeting of this standing committee was convened on January 20<sup>th</sup> at the station and focused on how WJFF can increase its visibility in its listening communities. It was determined that a reasonable goal for 2012 would be to focus on increasing WJFF's presence at long-standing community-sponsored events. Recapping 2011, WJFF set up a table with volunteers and information during these WJFF-sponsored events: Foodstock, Auction, Music Sale. WJFF was present at two community-sponsored events: Livingston Manor Trout Parade, Bethel Woods Harvest Festival. For 2012, WJFF will continue to staff the events it sponsored in 2011, adding a "PSA Open House" on Wednesday, February 29, 9:30am-12noon, organized by Sonja Hedlund, with the help of volunteers. This event is what can be termed "friend-raising." In addition to the 2011 community-sponsored events, WJFF hopes to be present at the Roots & Rhythm Music Festival in Honesdale (June 16), and Riverfest in Narrowsburg (July 22). Through the listsery, the committee will solicit suggestions of other community events. It would be good to attend as many as possible but this can only be accomplished with the help of volunteers. It was suggested that once a calendar of events is created, personal phone calls to the volunteer list be made for staffing these community events. This can also be coupled with on-air promotion. For example, "Meet Sonja Hedlund, the host of Ballads and Banjos, on...." Please forward community events to Rose and Fern. Next meeting is April 20<sup>th</sup>.
- 5. Nominating (A.Steinhauer, chair) -- Two board positions are vacant. We need to look for people who bring skills that do not presently exist on the board. The election for the volunteer vacancy will occur in June. BoT members include S.VanBenschoten, D. Dorcas. Winston as staff would be an *exofficio* member.

### 6. Ad Hoc Committees

a. Volunteer Handbook (D. Midlang, chair) – Winston reported that the process of gathering comments and incorporating them into the document (presently, pages 14-15 of the 2008 green Volunteer Handbook) was completed by the committee, resulting in version 14.

**A motion to approve the document** was made by A. Steinhauer, seconded by R. Brown. In favor: All.

b. On-Air Agreement (S. Vanbenschoten, chair) -- Five salient features need addressing by committee in the next couple of weeks. Then another volunteers meeting will be scheduled for final input before a final draft is offered.

# F. Station Manager's Report (W. Clark)

- 1) There are nine new volunteers in various stages of training with Nick right now. A couple are already fully launched and on the air, and there are three more who will be starting training in the next few weeks. Nick will be introducing them in the days to come.
- 2) The blue dirt/sand containers along our driveway have been refilled, thanks to Adam and John Nordstrom. Feel free to use them whenever the driveway gets at all slippery.
- 3) Steve VB and I had a meeting with Dick Martinkovic, Sullivan County Commissioner of Public Safety, to discuss how WJFF could better acquire emergency information to get out quickly to our listeners. As a result of that meeting, we are in the process of signing up with the County's email alert system, and also a similar statewide system. Both of them will automatically notify our new dedicated

email address - <u>alerts@wjffradio.org</u> - and the information will be available on the internet computer in master control. Once everything is in place we will update our emergency procedures information sheets and send them out to all of you. I will also follow up with the PA counties to see if they have corresponding alert systems.

4) Two listeners from PA are interested in donating a mobile home to WJFF.

#### G. Old Business

- a. Action steps from previous meeting have been accomplished.
- b. Honesdale Studio: In November 2011, WJFF was approached by Ed Cremo and Pennell Whitney who are restoring an 1850s brick building on Main Street in Honesdale The Cooperage. It was originally a cooperage a barrel factory. It will be a nonprofit community center that will host a wide variety of activities and performances. The winter Honesdale Farmers Market already happens there. They invited WJFF to be their first tenant. The first floor will be a 150-seat auditorium with a stage and Steinway grand piano. There will be a full catering kitchen for special events, and also a sound/light booth. The second floor will be office space for various nonprofit groups. They are willing to build WJFF studio space to exact specifications and there will also be a direct sound link to the auditorium downstairs.

The Honesdale studio will duplicate in almost every way the Jeffersonville studio. Volunteers will be able to open the station, to pre-record and to do production work, and to broadcast any kind of music or talk show. There will be room for guests and to do interviews. We will be able to switch back and forth between Jeffersonville and Honesdale easily.

Any signal from Honesdale would travel over the internet to the studio in Jeffersonville and go out to the tower as the signal does now.

The possibilities of what this studio could mean for WJFF are huge. To name a few:

- i) New volunteers from the western end of the WJFF listening area.
- ii) The ability to broadcast live events from the auditorium downstairs, or to do WJFF programs with a live audience. The ability to host and produce special events that could be recorded or broadcast live.
- iii) The ability to network with a host of other organizations whose missions complement WJFF's.
- iv) New listeners. Having a real footprint on the PA side of the river will make WJFF's commitment to Pennsylvania concrete. WJFF's signal goes as far west as Scranton.
- v) Underwriting and fundraising. WJFF's presence downtown will introduce it to many new communities who might support us.

Staff, engineer and board members have made several visits to The Cooperage to see the facilities and to meet the owners. At its December meeting, the board instructed staff to present a financial proposal for making The Cooperage a WJFF satellite site. Discussion ensued regarding the priority of the generator for the tower. WJFF is awaiting the county's overhaul of its towers, which will not be done until at least April, putting a "hold" on purchasing and installing a generator. Questions were addressed to Winston regarding the projected cost of the Honesdale Studio and WJFF's ability to meet these costs. The board was assured that this was a financially-viable project. The vote was held until the issue of the generator was further discussed.

c. County Tower. Winston is involved in ongoing discussions with the County about installing a generator at our transmitter to keep WJFF on the air when the power grid goes down. The County is just beginning a process to upgrade their own emergency equipment, and they are not willing to commit to anything at this point. Winston will keep in close touch with them, but the process is expected to take some time.

Having discussed the issues and opportunities of the Honesdale Studio, and the fact that the generator cannot be installed until the County commits to WJFF, **M. Propst moved that WJFF open a satellite studio in The Cooperage in Honesdale, PA**, seconded by S. VanBenschoten. In favor: All.

#### H. New Business

- 1. Strings Attached. It was noted that Antoine featured the musical, *Out!* on a recent show. Winston wrote the lyrics and talked about the storyline.
- 2. Year-End 2011 Report. President D. Dorcas presented a Powerpoint overview of WJFF for the year 2011. She organized WJFF's accomplishments in six categories: Technical, On-Air, Community Outreach, Volunteers, Facilities, and Fundraising.

### a. Technical

- i. major repairs and upgrades to Master Control and Production, including installation of "World Feed Panel" and 3-screen computer system
- ii. modernization and upgrade of ENCO
- iii. commercial-grade air conditioner installed in the engineering building at tower site
- iv. new computers, expanded data storage and backup
- v. progress toward emergency generator at tower

### b. On-Air

- i. expanded local news 150% more coverage
- ii. new local programs: Farm & Country, Night Out, Mixtape, Solid Gould, and Oh No! It's Nick Forte.
- iii. new national programs most requested by listeners: Splendid Table, Wait Wait Don't Tell Me
- iv. public service announcements: 816 events covered for 321 organizations read a total of 2,309 times on air

#### c. Community Outreach

- i. WJFF participated in: Trout Parade, Bethel Woods Harvest Festival
- ii. Outreach tables set up at WJFF events: Foodstock, Auction, Music Sale
- iii. WJFF's organized and arranged the airing of holiday concerts of five school districts in NY and PA which reached thousands of students and their families and the listening public
- iv. WJFF began research into a second studio in Honesdale, to expand outreach and connection to PA audience

### d. Volunteers

- i. over 15 new volunteers, 12 of them still volunteering
- ii. more volunteers in training
- iii. WJFF welcomed new volunteer coordinator Nick Forte
- iv. many more volunteers trained on and submitted playlists to Spinitron
- e. Facilities-office, master control, studio, Green House
- i. new windows installed in master control & Studio B
- ii. new screen doors installed both entrances of station

- iii. historic photos organized and rehung
- iv. ongoing maintenance of grounds and interior
- v. solar lighting for main road sign installed
- vi. new gutters, handrails sanded, interior painted Green House
- vii. Year 3 of Sullivan Renaissance grant accomplished
- viii. outside lighting repaired
- ix. three new committee members welcomed
- x. unused carpet sold
- xi. yellow lines painted to identify steps to Green House

# f. Fundraising

- i. new high for funds raised at Foodstock, Auction, Farm to Table Dinner, and Music Sale
- ii. underwriting increased from 2010
- iii. underwriting and special events alone bring in almost 25% of total budget
- iv. important preparation done for possible future loss of CPB funding

The board also thanked Sonja Hedlund for the show *Fix-It*, which ran in January 2012 in place of *Farm & Country*.

The board acknowledged the positive leadership of president Dawn Dorcas, past president Steve VanBenschoten, and station manager Winston Clark.

- 3. 2012 budget was discussed.
- 4. BoT meeting dates 2012. The schedule was emailed to board members; it was noted that most of the meetings will fall on the 3<sup>rd</sup> Wednesday of the month.
- 5. Actions Steps
- a. Set meeting of on-air volunteers to finalize "On-Air Agreement" (S. VanBenschoten)
- b. Confirm board meeting training date with Ginny Berson, now 5/13. (D. Dorcas)
- c. Adjust Powerpoint overview for use with various WJFF groups (D. Dorcas)
- **I. A motion to go into executive session** to discuss personnel matters was made by S.VanBenschoten, seconded by M. Propst,

In favor: All

Executive Session convened at 8:10pm.

**J. Motion to return to regular session** made by R. Brown, seconded by M. Propst at 8:45pm.

In favor: All

**K.** Motion to approve 2012 budget made by A. Steinhauer, seconded by S. VanBenschoten.

In favor: All

**L. Motion to adjourn** made by S. VanBenschoten, seconded by R. Brown.

In favor: All

Meet adjourned at 8:50pm.

Next Meeting: Wednesday, February 15, 2012 – Village Hall 6:30 pm.

Respectfully submitted,

Fern Lee Hagedorn Secretary

# **Addendum 1: Meeting Dates**

2012 – Wednesdays 3/21, 4/18, 5/16, 6/20, 7/18, 8/15, 9/19, 10/17, 11/14, 12/19

# **Addendum 2: WJFF Events/meetings**

2012:

February 4 – CAB meeting

BoT 2/15

February 29 – PSA Open House

March 7 – Program Committee

March 10 – Program Committee

BoT 3/21

March 29 thru April 5 – Pledge Drive\*

BoT 4/18

April 20 – Fundraising & Community Relations

May 5 – Foodstock

May 13 – BoT training

BoT 5/16

BoT 6/20

BoT 7/18

July - Farm to Table Dinner

July 26 thru August 2 – Pledge Drive

BoT 8/15

September 8 – Auction

BoT 9/19

BoT 10/17

BoT 11/14

November 17 – Music Sale

November 29 thru December 6 – Pledge Drive

BoT 12/19

\*note: Pledge drive moved to one week earlier (beginning March 22) in recognition of the Christian Holy Week