

**WJFF Board of Trustees  
Annual Meeting Minutes  
Adopted July 17, 2013**

**Wednesday, June 19, 2013**

**Town of Callicoon Hall, Jeffersonville, NY**

**Trustees Present:** Sonja Hedlund, Glenn Wooddell, John Bachman

**Trustees Absent:** None

**Also Present:** Interim Station Manager, Adam Weinreich

A. Call to Order—6:34 PM by Sonja Hedlund

B. Previous Meeting Minutes

*Motion to accept minutes from May 15, 2013 meeting made by Glenn Wooddell, seconded by John Bachman; All in favor.*

C. Interim President's Report by Sonja Hedlund

Recap of recent history of events at WJFF; spoke of a return to “Grassroots” and illustrated with actual, living grass roots

D. Financial Report by Glenn Wooddell

"WJFF continues to run behind budget expectations due primarily to postponement of the April fund drive. That fund drive will begin on June 20 and should help get the budget back on track As Adam [Weinreich] will report, we are well on our way to a successful drive thanks to a great response to the mailings we have sent out. We are awaiting a check from the CPB for approximately \$22,000, due within a month or so. Other income and expenses are largely on track."

E. Interim Station Manager's Report by Adam Weinreich

See attachment.

F. Appointment of interim Program Committee member due to vacancies on the committee.

*Motion to appoint Brinton Baker as an interim member of the Program Committee for the next four meetings made by John Bachman, seconded by Glenn Wooddell; All in favor.*

G. Annual Reports from Committees of the Board of Trustees

1. Program Committee report presented by Brinton Baker.

Stated that the role of Program Committee is to meet monthly to review programs both existing and new proposals to insure the best quality programming for WJFF Listeners

Presented need for new additional members: Currently there are two regular members and three interim members; suggested that seven members would be a good number to have so five more regular PC members are needed.

Stated that in the past, much of the Program Committee's process of program review and evaluation was held in closed session however there is a move to conduct much more business openly. This, he suggested is a topic for further discussion.

Recommended that the President of the Board of Trustees no longer be a member of

the Program Committee.

Brinton then read comments from Graham Rice to the effect that there have been many positive changes including new programs and the revised weekday schedule; a number of factors have gotten in the way of an effective PC including the absence of a committee chairperson, the program reviews that seem to be missing; “The recent ‘vitriolic’ atmosphere that has led to the resignation of three PC members”, and “The confrontational and unco-operative attitude of a few hosts/producers”.

2. Facilities Committee report by volunteer, Steve Richter

Recapped the origins of the Facilities Committee--past presidents of the Board were the major movers of the committee and currently there are needs not being met; Recommended that the committee be reformed and the newly elected board members will be welcome.

H. Election of Trustees

1. Results of volunteer election presented by Adam Weinreich

There were 2 candidates for 2 available seats on the board: Kevin Gref and Steve Harris; 68 volunteers were determined eligible to vote; 40 ballots were returned; there were 35 votes for Kevin Gref and 33 votes for Steve Harris.

***A motion to accept the results of the volunteer election was made by John Bachman, seconded by Glenn Wooddell; All in favor.***

2. Election of Remaining Trustees presented by John Bachman

a. Report from the Nominating Committee and presentation of the slate of candidates. [See attachment]

***b. Vote on new candidates: Barbara Demarest, Tasa Faroni-Butler, Mike Fisher, Kurt Knuth, Midge Maroni, Patricia Pomeroy, Joel Sanchez, and Martin Springhetti; All in favor.***

***Vote on candidate, John Bachman; Glenn Wooddell and Sonja Hedlund in favor.***

c. Introduction of new trustees and comments from new trustees.

I. Announcements of upcoming station events

J. Comments from public

Some recent problem with WJFF signal strength were noticed ; Suggestion was made and repeated by others that there should be volunteers at the station at all times; Question about Board officer appointments and term length; Reinvigorating the CAB should be a priority; Language about community involvement should be put back into mission statement; Question was raised about Program Committee program review process; There should be special fund raising to upgrade equipment in Master Control studio; Structures should be put into place aid transparency; Appreciation was expressed for Sonja Hedlund efforts during the past months; Question re. CPB funding and how that might change in the future.

K. Adjournment at 7:49 PM

***Motion to Adjourn made by Glenn Wooddell, seconded by John Bachman; All in favor.***

L. Next meeting scheduled for Wednesday, July 17, 2013, 6:30 PM at Jeffersonville Village Hall.

Station Manager's Report: June 19, 2013

### **Pledge Drive:**

Our summer pledge drive starts tomorrow with a goal of \$50,000. We have received a total of \$23,760 in advance of the drive, through two mailings. Of that money, \$4,850 has been earmarked as "Matching Challenges." We will start the drive with \$18,910 on the tally sheet - a huge headstart. I am hopeful that goodwill among the community will help us reach our goal in record time, but there is no sense counting chickens before they've hatched. This pledge drive will focus on volunteer voices, fun stories and a generally upbeat atmosphere. We held "pledge drive pre-game" meetings at both the Jeffersonville and Honesdale studios to spell out our plan for the drive and give volunteers a chance to practice their pitching in an off-air environment. We have been gifted several unique items from local businesses to offer as thank-you gifts, and I've asked volunteers to step up and offer gifts of their own. Kathy Geary, for instance, will be offering voice lessons.

### **CPB Audit:**

Representatives from the Inspector General's office of the Corporation for Public Broadcasting have been in Jeffersonville since Monday performing an audit of our compliance with the CPB's Communications Act. This act focuses on our recordkeeping, our expenditure of CPB grant funds, and the activity and documentation surrounding our Board of Trustees and its standing committees. They have uncovered very minor discrepancies in our financial recordkeeping, but have identified significant shortcomings in our policies and procedures. They have also observed shortcomings in WJFF's Community Advisory Board. A draft of their report will be issued to WJFF in the coming days, and we will have an opportunity to respond. The report will then be finalized and will become a public document. The worst possible scenario is that we will be asked to return some of the money we've been granted, but it seems likely that instead we will simply be ordered to follow proper procedures and report on our compliance for a period of 12 months.

### **NFCB Conference:**

Sonja and I had the opportunity to attend the National Federation of Community Broadcasters conference at the end of May. We made an effort to attend different seminars to maximize our experience. In talking with other stations about the dilemmas which have faced WJFF recently, I was comforted to find out that other stations have experienced similar upheaval, but disappointed that none seemed to have policies in place to prevent a similar situation from recurring. Other important discoveries included an intensive training in using the US Census Bureau's "American FactFinder" tool to graphically display statistics contained in census surveys which are available for free. Hispanic and Latino programming are clearly becoming more important across the country, and through the Census I was able to identify two areas within the WJFF broadcast radius which contain a significant population of residents who identify themselves as Hispanic or Latino. Those two areas are Monticello and Liberty, NY. Finally, at a "big thinking" workshop, many

stations reported that by encouraging volunteers to interact with each other outside their normal broadcast duties, creativity and exploration were significantly increased. An effort to achieve this among our volunteer community seems like a good idea.

### **Generator update:**

We have spoken with officials in Sullivan County regarding the possible placement of a backup generator at our transmitter site on Elk Point Road in Liberty. At this point, the county is waiting for a site study to be performed by the company which has been hired to perform a massive upgrade of the county's 911 radios. The results of their survey will indicate how much new equipment will be added to the Elk Point tower during this upgrade. If the total load on the tower leaves too little room for additional equipment to be added later down the line, WJFF will need to vacate the Elk Point tower and find a new home for its transmitter. If the results of this survey indicate our transmitter can stay put, we will most likely need to formalize our position there, which is likely to include a lease or rental agreement. The results of this survey should be released sometime after the New Year. It was indicated to us by Sullivan County officials that it would not hurt to begin searching for an alternate site. I recommend a workgroup be formed to investigate this.

### **State of Honesdale Broadcast Facilities:**

WJFF's Honesdale studios are in good working order but occasional glitches persist. These glitches primarily result from the dependence of a constant internet connection between the two studios and may be impossible to completely eliminate. However, further written procedures will certainly help mitigate these problems when they occur. During the recent Dylan Night from the Cooperage, we had an opportunity to test our ability to broadcast events live from the downstairs stage. This worked flawlessly and was shockingly easy to set up. This event paved the way for us to broadcast further live performances from The Cooperage. Recently I was able to verify the ability for two programmers to carry on a live back-and-forth conversation between the two studios by setting up the mixing boards in a specific way. This could make it possible for a live interview to be conducted between the two studios, or for Honesdale volunteers to participate in "pitching" during pledge drives from the Honesdale studio instead of having to come to Jeffersonville. Due to time and personnel constraints, this will not be possible during the pledge drive which starts tomorrow.

### **State of Jeffersonville Broadcast Facilities:**

After 23 years of constant use, WJFF's Jeffersonville studios are in undeniably rough shape. In recent years, all of the computers which constitute our ENCO network have been upgraded and replaced, but nearly every other component in our broadcast chain deserves to be completely replaced. I have a few different recommendations, depending on the level of funding available for this project, which vary from minor upgrades, through to bulldozing the building and finding a new location. The most likely solution will fall somewhere between these two options, involving minor renovations to the building and a complete replacement of the studio equipment. A

one-year timeframe seems realistic, given the station's current state of affairs, and should probably not be considered until the station's staff and trustees are on more solid footing.

### **Communication to Volunteers:**

In the months following my appointment as interim station manager, I have made efforts to increase communication among volunteers. Most notably, the listserv has been opened to all posting. This has been immensely helpful for volunteers who need a shift covered at the last minute. I have also made attempts to engage volunteers in projects around the station, and to publicly give credit when volunteers go above and beyond the call of duty in service of WJFF. On that front, several volunteers have stepped up and performed admirably in service of the station, whether by mowing the lawn, photographing events, hanging window boxes, or simply covering airshifts for other volunteers. The attitude and atmosphere around WJFF seems noticeably more active and friendly than it has in recent memory.

### **Open House:**

We re-established the tradition of the WJFF Open House this year, with an open house in Jeffersonville last May, and one in Honesdale at the beginning of June. These provided a great opportunity for volunteers to gather, and for the public to come see our studios. Special thanks to Steve Harris for taking the lead on the Honesdale open house. These events will continue on a bimonthly basis, switching back and forth between Jeffersonville and Honesdale.

### **Volunteer roster status:**

Since this time last year, WJFF has added 16 volunteers to its roster. These are folks who handle board shifts, help with PSAs, contribute to other programs and some of them are even in danger of becoming board members. These new volunteers are a welcome addition to the family at WJFF and I'd like to welcome them by name:

Jim Huntington, Regina Scott, Craig Bryda, Vinny and Anna Gallo, Lindsay Barret George, Thane Peterson, Barbara Demarest, Bill McAllister, Steve Harris, John Robinson, Maggie Schmidt, Christine San Jose, Elizabeth Rose, Mark Shulgasser, Ron Feltman.

If you are a WJFF volunteer and any of these names are unfamiliar to you, please make it your personal mission to seek these folks out and make them feel welcome.