Minutes - WJFF Board of Trustees March 3, 2016

6:30 PM – Town of Callicoon Town Hall

The meeting was called to order by John Bachman at 6:34.


1. Approval of Minutes - Minutes of the January meeting with correction. Motion: Peterson/Springhetti. Approved unanimously.

2. Revisions to the agenda – Personnel Committee report was moved to the end of the meeting to accommodate executive session. A reconsideration of the vote on apply for NYSCA funding was added to Old Business. A motion on hiring an appraiser was added to old business.

3. Public Comment – Members of the public spoke about the possible gift of property

4. Correspondence – Letters/emails from volunteers and letters from the Village of Jeffersonville and JEMS were included in the Board packet. The Board discussed whether any correspondence with the station should be posted to the station website.

   Motion: Refer question on publication of correspondence to the Nominating and Governance Committee for a recommendation. Include advice from legal counsel and NFCB. (Demarest/Lomax). Approved unanimously.

3. General Manager Report – Attached

   Regarding pay ranges, Thane asked Adam to check for the position “Assistant General Manager”.

   The Board discussed Adam’s report on issues with the Studio Transmitter Link (STL) and alternatives for improving the sound quality.

   Motion: Have Adam investigate the use of POTS and alternatives for STL looking at cost and reliability/outages and place the STL on the agenda of the 3/16 meeting for urgent action. Recommendation to increase expenses should be matched with the means to pay for it. (Hulit/Pomeroy). In favor: Hulit, Faronii-Butler, Gref, Pomeroy, Peterson, Hilton, Springhetti, Nordstrom, Bachman, Lomax, Grosberg, Demarest. Opposed: Maroni, Larsen. Motion carried.

4. Treasurer’s Report – Ken indicated that there were errors in the Quickbook reports distributed in the Board packet and that he would provide corrected reports.

5. Committee Reports
a) Nominating and Governance - The Nominating and Governance Report will be held for further consideration by the committee. John Nordstrom raised the question of whether we wish to expand the number of members on the Board. The Board would like the committee’s recommendation.

b) Strategic Planning – The Vision Statement crafted at the last strategic planning session was introduced for approval by the board. The next strategic planning session will be April 16.

Motion: The Vision Statement for WJFF will be, "To connect, reflect and involve diverse communities through enlightening, informative and entertaining content." (Lomax/Demarest) Approved unanimously.

c) CAB - The CAB had a conference call. Prior to the April CAB meeting, the Board liaisons will work with the chair to ensure that a quorum is attending and that minutes/reports are produced. The CAB will be asked for comments on any new policies

6. Old Business

a) Donation of Property – Pat reviewed the letter received from the potential donor with prospective terms of the gift. She is working to prepare matrices comparing the costs and benefits.


If Board wishes to proceed with accepting the gift, a Phase 1 Environmental study addressing water, soil, and past uses would be ordered. Because of the cost of the study, the Board will need to first determine that it is interested in proceeding.

Pat will forward the prospective terms of the gift to lawyer Brian Rourke for review.

b) Motion on NYSCA grant – Due to confusion on wording of the motion and the voting at the previous board meeting, the motion on application for the NYSCA grant was reintroduced. Discussion covered WJFF initiatives that would be applicable for the grant.


7. New Business
a. On-Air Meeting Announcements - The correspondence to the Executive Committee from Sonja Hedlund urging on-air announcements of WJFF Board and Committee meetings was reviewed. Adam was asked to prepare a recommendation from the staff taking into account CPB requirements, WJFF representations to CPB, and the sound of the station. He is to report back to the board.

b. Outreach – The Board discussed manning an upcoming Volunteer Fair and community events at which the station would like to have a presence including: Trout Parade, Kauneonga Lake Festival, Riverfest, Bagel Fest, Liberty 4th of July, and Roots and Rhythm.

8. Public Comment

Comments from the public were received on potential plans for the studio including the gift of architectural services, increased parking for the Green House, raising the archive bandwidth, emergency broadcasting importance and lower power transmission.

9. Personnel Committee – Executive Session

Motion: Go in to Executive Session to discuss an individual employee matter. (Hilton / Pomeroy). Unanimously approved.

Motion: Come out of Executive Session. (Demarest/Larsen) Unanimously approved.

Motion: Accept the employee evaluation of Jason Dole, Program Director and place the evaluation in his confidential personnel file. (Larsen/ Peterson). Unanimously approved.

The meeting was adjourned at 9:57. (Nordstrom)
General Manager’s Report for 3-2-2016

CPB Station Activity Survey (SAS) Completed this annual report to CPB ahead of schedule with assistance from staff. The report includes salary information, which is used to help determine high, low and average salaries for CSG recipient stations across the USA. It also includes details on annual total hours of locally-produced programming and a narrative section highlighting our efforts to serve the community and accomplish our mission. As per CPB requirements, a section of this report will be posted to our homepage.

Noteworthy: According to 2014 data compiled from the 48 CSG recipient stations with budgets under $500,000, WJFF’s General Manager salary is 4.16% higher than the national average. WJFF’s Program Director salary (after salary increase recommended by Personnel Committee in 2014) is 31.25% higher than the national average.

Studio Renovation In light of the gift being offered, studio renovation plans are on hold. If we elect to accept the gift and move our studios, a single new mixing board will be installed in Master Control to hold us over while new studios are built. The existing Master Control board will be used to refurbish the current Production Studio board and bring it back to full-function. If the board elects not to accept the gift, or to accept it without moving studios, a full renovation will take place in Jeffersonville.

New Donor/Volunteer Database System Upgrading to DonorSNAP. This web-based software enables us to securely store our donor database off-site and receive immediate technical support for generating queries and mailing lists. The system also includes a provision for tracking volunteers, which will be utilized. Cost is approx $1,200 per year, ongoing. Budget includes a $3,000 “Software” line for exactly this purpose.

ENCO System Update WJFF’s ENCO radio automation system is in the process of being completely re-built using brand-new workstations. The last time they were replaced was approximately five years ago. At this time, ¾ of the workstations have been replaced and are functioning properly. I am happy to explain the reasons for this overhaul to anyone who wishes to meet with me. Volunteer Brainstorm: Volunteers participated in a Brainstorm Session to discuss ideas for how to use the gift which has been offered to WJFF. The notes from that meeting, as well as correspondence emailed from volunteers unable to attend, accompanies this report.
Volunteer Meeting Feb 23, 2016

Re: gift of Catskill harvest Property

In attendance


Staff Adam Weinreich, Jason Dole, Andrea Nero Eddings

IDEAS

Renovate Jeff site/repairs 8
Use both properties 8
Get $ from donor instead 8
Performance Space 8
JEFF meeting/workshop/training space 7
Public meeting space/community center 6
Solar Energy 6
Thrift store (year round) music/auction stuff 5
Ask donor for flexibility (more time to figure it all out) 4
2 mega-watt project with collaboration/partners 3
Actual recording studio 3
Add solar panels in Jeff 2
Move whole kit and kaboodle to CHM 2
Sell some of the gift 2
Station activities 2
Help Liberty solve their problems 1
Use greenhouse 1
More studios  1
Art Gallery  1
College-credit training courses  1
Sell greenhouse  1
Community gardens
Selling Simple Foods
Signage
Satellite studio in Liberty at CHM
Give it to someone else; rent a space here
Sell all of the gift
Rent it (all or some)
Tower location
Bed and Breakfast
Public Events
Collateral

Comments from Volunteers

Fred Pecora: "I had a friend that was offered some free land to move his restaurant to when it burned.. but the land that was offered wasn't the right place. he put half a million dollars into a new restaurant but went bankrupt because the location wasn't right. so, a gift might not be a gift sometimes. i'm going to make up more copies of the drawings I did of the expansion of the original building. people that have come to town from other places, people that don't know the history of the station or refuse to accept it.. it's the identity of the station, (the current location). it's a hydro-powered radio station, it's the only one in the western hemisphere. to take a custom rolls-royce and turn it into a common everyday ford is, to me, mind-boggling."

Charlie Sanborn: improved accessibility would be good
this location (Jeff) is at capacity- the building itself
new site has growth potential

Mary Hall: I had a short email conversation with John Nordstrom about this and I really don’t know any more about it since then.
I believe that we should accept the gift if you can get some kind of perspective from a real estate pro (maybe Pat Pom) and a lawyer about its salability. I realize that there are some kinds of strings attached, though I am not sure exactly what they are.

If we have to hold onto the property, that is use it for ourselves, then I do not think that we should accept. At least, out of my own head, right now I do not think so. We have too much to take care of as it is. But, if we can sell it and realize cash, then, of course, we should do it.

Additional comments from Mary:

A couple of other thoughts from New Orleans, now that I know that WJFF cannot sell the property.

1. Make sure that we keep Barbara Martinsens close to us and a part of the conversation.
2. Maybe we could use part or all of the property as a rental unit and thus realize some income.
3. If we were to use the Catskill Harvest buildings for Jeff studios, it seems as though it would cost an awful lot of money to make that transfer of location, and what would the advantage be?
4. Maybe the buildings could be used for additional station activities. What those activities would be would have to be explored and their value compared against the expense of the location.

Well, that’s about it… thank you for listening.

Sheila Dugan: I think Barbara's gift is incredible! Incredible! WJFF now has the opportunity to expand, not only its station, but, with some thoughtful engineering, architecture, community input and cooperation, it could be just the place for our tower. It's been some time since I've been to the Catskill Harvest Market, so I can't speak for its location, but, in just looking at the pictures and reading about it, the location seems perfect for us.

I haven't spoken to Barbara and I don't know what the conditions of acceptance are. Would WJFF be able to sell the property if it didn't work out for us? Can we rent it out? Can WJFF use the land for something other than radio production, for instance, can we use it for a B&B? In any event, I don't think WJFF should turn down such a gift.

Beverly Sterner: I served on the CAB with Barbara. She was a pleasure to work with, though, as I recall, she was not able to attend many of the meetings. I'm sure we are all interested in whatever stipulations she has for her gift. Too many questions which I'm sure will be posed at the meeting. For example: can the property be split and used for different purposes or sold? Or rented? Is moving the station there a condition for her donation?

Judy Heinle: This does seem exciting. As I recall the location it is ideal, would make travel from the Monticello area easier, yet close to Jeffersonville. There's plenty of parking on flat surface, the building is in good condition. I'm not familiar with the surrounding land, but, wonder if this could be used for the new tower.
Sorry we can't attend the meeting as I'm interested in the comments of others. Don't know what the liabilities would be for the station. However, at first blush it sounds like a generous gift that could be immediately put to use for more studios, perhaps generate solar energy, running fairs and other events. It would also be nice collateral for the station. Thanks for the notice and please keep me posted.

**Jason Tougay:** The property seems like an amazing opportunity. I’ve been in the main building a lot, and it’s easy to imagine it as a station / studio. I’d think it would be really important to have the right architects / engineers / designers involved to make the most of the space. It seems to me that there’d be a few priorities, from an on-air volunteer perspective:

—Well-equipped studio and production spaces, with everything in working order—and, if possible, more integration of digital broadcasting media.

—Flow and feeling: I guess I mean that it should feel good to be in the building, to walk around in it, to work in it. I’d also love to see those running the station on a daily basis with roomier and more comfortable workspaces.

—If possible, it would be great to have some kind of versatile meeting / workshop space, where we could all continue to educated ourselves about the various roles we play at the station.

—I’ve heard some talk of partnering with an organization like Cornell Cooperative to include community gardens. I think it would be fantastic if the land were a place that people from the community would want to spend time, sort of park-like but maybe more active. I’d certainly be happy to spend some time working on gardens and other outdoor projects. It would also be great if the grounds were such that the station could hold outdoor events—barbecues, concerts, etc.

Some questions:

—Would we keep the current studio space in Jeff?

—What would happen to hydropower? It’s such a cool aspect of the station. It gets people’s attention. Could there be solar at the new location?

—if there was enough space, might the station provide meeting space for local organizations? Make it a community hub?

I think it’s all very exciting. I wish I could be at the meeting, because I don’t think I’m well informed enough yet to have opinions about the pros and cons, but I’m eager to learn more in the near future.

**Keith Hubbard**

Thanks for letting me know as I was not aware of this. I also appreciate the opportunity to share my voice in this process.

I don’t know very much about the inner workings of WJFF but I do have a couple questions that I would ask if I was able to attend.
My first question is is there a need for WJFF to have a second property? The donation offer is very nice but it isn't a freebie, there will be operating and maintenance costs associated with the sight that will accrue every year. Is the need truly there to warrant taking on the extra expense of running a second site?

My other question is does having this property align with the mission of WJFF? How would this property be used to fulfill the mission of WJFF? Does this opportunity fit in with where WJFF is right now and where WJFF will be in 5, 10, 26 years from now? I imagine those questions will be discussed as part of the brainstorming session but with my very limited knowledge of WJFF I do not know the answers to those questions nor do I have any ideas as to how to answer them.

Thanks again for giving me the opportunity to share my thoughts.

Bill Mason

Wondering perhaps if using the new property for a thrift store might be a profitable idea. Since we have the stuff year round.

Valerie Mansi

To all stakeholders and decision makers,

At this time I have but one brainstorm: Consider pros and cons of moving the Jeff studio to the gift location.

Thank you for the opportunity to offer thoughts on this important matter.

Midge Maroni

I'm unable to make meeting tonight, so I'll add this: we must proceed carefully and fully understand the financial facts and challenges. For example: Adam noted during the last meeting that, if we accept the gift, we have to be careful to have the proper liability insurance because of the pond. That may be a high cost. Also, it is important that we have a Liberty tax assessor opinion on the changes in usage. We are tax exempt as a radio station. Other usage may carry taxation and we must have a legal and tax assessor opinion. We need realistic and honest opinions on various financial consideration.

Bill Mason

For the "store" building: We talked about the thrift store idea like the Cat's Pajamas in Honesdale which benefits The Dessin Animal Shelter. [http://dessinshelter.com/the-cat-s-pajamas.html?_ga=1.106597568.2123119662.1455906688](http://dessinshelter.com/the-cat-s-pajamas.html?_ga=1.106597568.2123119662.1455906688)
As far as the rest of the property goes:

If the woman donating it is amenable to selling some of it, I would suggest selling the pond and a parcel big enough for someone to build on. I can not imagine WJFF having any use for a pond and I don't think that the entire 14 acre property is necessary either.

The house could be rented out as a source of income. At the very least, it would likely cover the insurance and utilities.

My final thought is longer term. I know that WJFF just move the transmitter to a new tower. In 25 years that new tower may no longer be a great fit. It might be worthwhile to at least explore the possibility of using the donated property as a location for a tower owned by WJFF. The property is not really that high and I have a feeling that in the end it will not be suitable for that reason alone, but I think someone with the proper education to investigate that should evaluate it and make a determination.

John Robinson

Unfortunately, I won't be able to make the meeting about the donated property, even with it being rescheduled to Tuesday night. Jason suggested I write down any ideas I might have about the property and send it to you. So, here you go :)

- Sound stage, for radio theater, radio large group forums, radio talk shows & game shows, etc.
- Studio(s), prop room, equipment space, for video production, for a possible WJFF YouTube (or Vimeo, if you want to get fancy) channel.
- A conference space for workshops and meetings about radio & audio. Sort of Boyd's Mills, but for broadcasters instead of writers.
- A meeting space/reception area/venue for a series of invited WJFF speakers. A sort of local TED talk run by WJFF.

Tim Bruno

Here are some more of my thoughts on the Catskill Harvest Market property on offer to the station:

- ACCEPT THE GENEROUS GIFT: as in any real estate transaction, negotiate the best possible outcome for the station, sign and take title
- IMMEDIATELY OFFER UP TO 10 ACRES OF THE PROPERTY FOR SALE: leave enough room for the main building, the house, parking lot and barn (if usable). Sell the rest. No need to maintain 14 acres of property. Use the proceeds for station move or if sold later, for other costs/debt.
• INITIATE CAPITAL CAMPAIGN TO PAY FOR MOVING THE STATION TO THE NEW SITE: solicit large donors. They do exist, contrary to some other opinions. Offer naming rights for studios?? Also try Kickstarter (Listen, Ba & Me did it and raised 10k for their new Honesdale shop). This campaign is separate from the fund drives.

• IMMEDIATELY OFFER THE GREEN HOUSE FOR SALE: use proceeds to fund move/build

• BUILD OUT THE HARVEST MARKET BUILDING AS MAIN STUDIO FOR WJFF RADIO: use as many windows as possible to create open feeling. The space seems large enough to accommodate the following:
  o Master Control (w/mics and seating for guest interviews across from host )
  o Two Production studios, each of which could be used as master control back-ups in case of emergency (Recycle current boards in these studios until new boards can be purchased? )
  o Performance Space/Studio: adjacent to master control to accommodate live studio performances with necessary backline needs
  o Comfortable, flexible office space for staff and staff guests
  o Conference or meeting room
  o Small kitchen
  o Storage

• RENAME THE HARVEST MARKET BUILDING "THE WJFF MEDIA AND COMMUNITY CENTER"

• GUT THE MAJORITY OF THE 1940 HOUSE AND USE AS STORAGE: I have not seen the house, but station does not need a formal house. We could open it up and create as much storage space for music sale and auction items so they can be organized appropriately or.....

• BARN: if useable, the barn could be storage for music and auction items. House could be used for community events or meetings or some other use?

• MICROWAVE: microwave signal from new site to the tower, improving signal strength and reliability.

I hope these thoughts prove useful to you and to the board as we examine this tremendous opportunity.

Mike Barnofsky
where can we accomplish our mission better?  
we can better accomplish and broaden our mission at CHM-  
we could hold our own events there,  
WJFF is so much more than on air- we do a lot of things out in the community- CHM will allow  
us to do more  
space, parking, that we don't have now  
they replaced yankee stadium!  
i think it is a no brainer  
why would we want to keep Jeff and Liberty? we don't have the means to run an additional site  
the building means nothing to me; and i am not a rookie-  
i have been here a long time  
unless there are financial constraints with taxes  
it will allow us to get to the next level  
it only adds to the things that we can do in the community  
we can become a bigger player  
think about what we can do between memorial and labor day  
open us up to more listeners-  
by drawing attention with events and being drawn to the facility  
and then they will learn that we have something they will like from music to news  
it's a lot easier to get to than Jeff  
it's like a lay up- you can't miss (sports analogy)