

WJFF Board of Trustees Meeting Minutes – Approved 08/30/17
August 2nd 2017
Callicoon Town Hall

Trustees Present: Tim Bruno (phone), Dante DeLeo, Kathy Geary (6:42), Martin Higgins, Ken Hilton, Kit Hulit, Jim Lomax, Leila McCullough, Kevin McDaniel, Jeffrey Moore, John Nordstrom, Angela Page (video conference), Thane Peterson (6:39), Pat Pomeroy, Martin Springhetti

Trustees Absent: None

Staff Present: Andrea Nero Eddings, Interim General Manager/Director of Development

CAB Representative Present: Gloria Simms

A quorum being present, the meeting was called to order by Pat Pomeroy at 6:32pm.

Approval of Minutes

Motion: Approval of minutes of June 21, 2017 Annual Meeting
(Hilton/Springhetti)

In Favor: Bruno, DeLeo, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Pomeroy, Springhetti

Not Voting: Geary (had not arrived at meeting before vote), Peterson (had not arrived at meeting before vote).

Abstaining: Page (was not present at June 21 2017 meeting)

Motion: Approval of minutes of July 19th, 2017 Special Audit Meeting
(Hilton/Springhetti)

In Favor: Bruno, DeLeo, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Pomeroy, Springhetti

Not Voting: Geary (had not arrived at meeting before vote), Peterson (had not arrived at meeting before vote)

Motion: Approval of minutes of July 20th, 2017 Special Emergency Meeting
(Hilton/Lomax)

In Favor: DeLeo, Higgins, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Pomeroy, Springhetti

Not Voting: Geary (had not arrived at meeting before vote), Peterson (had not arrived at meeting before vote)

Abstaining: Bruno (did not participate in July 20th meeting), Hilton (did not participate in July 20th meeting)

Revisions to the Agenda

Kevin McDaniel offered a motion. He was advised that it could be considered during new business.

Kit Hulit requested that the approval of the calendar of board meetings, which should have been adopted the previous month, be added to the agenda during new business.

Pat Pomeroy reported that she received a request from Rozie Starr regarding Farm & Country, to be discussed during new business.

First Public Comment Period

Sonja Hedlund requested that the board conduct outreach to solicit opinion about the possible move. (She submitted written comments following the meeting which are attached to these minutes.)

Tasa Faroni-Butler requested that the board seek input from the community before making a decision about a possible move.'

Midge Maroni asked questions about the status of taxes on the Liberty Property and about equipment issues. She commented favorably on the sale of the Green House and asked if the station would be making a profit on the sale.

Fred Pecora spoke about the station's image being tied to hydro-power as reflected in its logo, expressed his opinion that the Liberty property would not be well suited for our needs, and his belief that the Jeffersonville Studio could be renovated for very little money.

Interim General Manager's Report

Andrea Nero Eddings reported that the pledge drive lasted 11 days and 3 hours and that we slightly exceeded our \$50,000.00 goal. There were approximately 320 telephone pledges received during the drive. A new administrative assistant began work today. He will work up to 20 hours per week. She reported that the yard sale would be held on August 12th from 10:00 am to 2:00 pm. It was suggested that leftovers from the yard sale be donated to another non-profit. The Federation for the Homeless and Rocky's Refuge were offered as suggestions.

Andrea requested that the board make a motion to approve new signatories for our bank account.

Motion: Authorize members of the 2017-2018 Executive Committee: Pat Pomeroy, President, Jim Lomax, Vice-President, Thane Peterson, Vice-President, Ken Hilton, Treasurer, and Kit Hulit, Secretary, as well as Andrea Nero-Eddings, Interim General Manager/Director of Development as signatories on our accounts at Jeff Bank, with the proviso that in accordance with station policy, checks with a value greater than \$1,000.00 require the signature of an officer of the corporation. (Hilton/Moore)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti

Opposed: None

Motion: Approve the portion of these minutes regarding approval of signatories.
(Lomax/Hilton)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough,
McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti

Opposed: None

Community Advisory Board Report

The CAB report was included in the board packet. With permission of Gloria Sims, Pat Pomeroy read the report aloud.

Treasurer's Report

Ken Hilton presented the second quarter report and related QuickBooks documents which were included in the board packet. He clarified the reason for transactions by account for the Liberty property. It appears on the balance sheet every month. Will be built into the regular budget next year as per our accountant. He pointed out the financial accounting policy, gift acceptance policy and proposed endowment policy need to be edited to ensure that they align with each other. He also mentioned that the accountant's suggested additions to our internal controls need to be added to the financial accounting policy. Kit clarified that internal controls are the purview of the Audit Committee and that those additions would be proposed to the board by that committee. He then presented a proposed change to the 2016 budget, as recommended in our audit. We had been including the employee contributions to their health insurance coverage as income and have been advised that this is incorrect. The proposed action will result in a change in the budget income total, dropping it from \$355,250 to \$352,500. The Finance Committee will be charged with adjusting the Expense Budget (decreasing the planned 2017 expenses by \$2,750) to account for this change.

Motion: Upon the recommendation of the Treasurer, the budget line in the 2017 WJFF Budget reading, "Health Insurance – Employee Contribution" shall be removed from the budget. (Lomax/Hilton)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough,
McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti

Opposed: None

COMMITTEE REPORTS

Executive Committee

Pat Pomeroy reported that the Executive Committee was asked by Angela Page to consider meeting locations other than the Callicoon Town Hall. She said she had met with Angela and they had discussed various alternatives. Given the distance that some trustees have to travel for evening meetings, she suggested any locations far afield only be used for Saturday meetings.

Personnel Committee

Dante DeLeo reported on the general manager/director of development job search, including a 30-day posting of the position, to commence on August 4th, followed by a vetting process to include initial screening, telephone contacts and interviews. He outlined the media that would be utilized in the search and proposed a budget. The plan would be to utilize up to \$1,000.00 on advertising the position initially, and to increase spending midway through the posting period if the committee feels that there is not a sufficient volume of qualified candidate responses.

Motion: Authorize the Personnel Committee to spend up to \$1500.00 on advertising for the general manager/director of development job search.
(Hulit/Nordstrom)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti
Opposed: None

Dante also presented the revised short and long form job descriptions, which are attached to these minutes.

Motion: Approve the short version of the revised job description for the general manager/director of development. (Hulit/Nordstrom)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti
Opposed: None

Motion: Approve the long version of the revised job description for the general manager/director of development. (Hilton/Nordstrom)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti
Opposed: None

Audit Committee

Motion: Approve the 2016 audited financial statements. (Hulit/Hilton)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Peterson, Pomeroy, Springhetti
Opposed: None
Abstaining: Page (lack of information)

Kit Hulit requested that all trustees carefully review the draft Form 990 for 2016, which was sent to them by email and that each trustee respond to her by the end of the week indicating that they have reviewed the Form 990 and that they include any questions or comments in their emails. She will then collate that information and submit it to the accountant for possible revisions.

Finance Committee

Ken Hilton announced that budget hearings would begin in October.

Development and Community Outreach Committee

The committee met on the 24th. Given the breadth of its portfolio, the committee will be using a work group approach to accomplishing their goals. Groups were created for marketing, events & tabling, membership & speaker's bureau, and community outreach.

Motion: Appoint Tasa Faroni-Butler and Emma Torres as non-trustee members of the Development and Community Outreach Committee for the term ending in June of 2018. (Lomax/Pomeroy).

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti

Opposed: None

Jim Lomax gave an update of planning for the awards event. It will be held at the Catskill Distillery on either September 10th or 17th. There will be hors d'oeuvres and a cash bar. We will be honoring Aileen M. Gunther as our 2017 Community Leader and Barbara Martinsons as our 2017 WJFF Ally. Jim distributed ballots to trustees for vote for this year's Community Advocates. When the ballots were tabulated it was announced that we would be honoring Dick Riseling and Kathy Dodge for their work in sustainable energy.

Facilities Committee

Martin Springhetti reported that the committee had a meeting at which Dick Riseling took notes and that the committee had appointed Martin Higgins as secretary. A cleanup day at the Liberty property has been scheduled for Sunday morning, August 6th. He complimented Steve Richter and Heidi Schneider for the work they had already accomplished on the landscape in Liberty.

OLD BUSINESS

Pat Pomeroy gave an update on the sale of the Green House. The prospective buyers' attorney had some questions, which have been answered. Everything is moving forward.

Kit Hulit gave an update on the obtaining of estimates for renovating the Liberty Property. She indicated that 3 of the 4 architects had responded to our request, that 2 of them were collaborating on the process and would also give an estimate for the Jeffersonville property, and that the station engineer was also providing estimates for both options. Estimates will be available in mid-August at which time the property research group will meet to review the materials.

NEW BUSINESS

Motion: Approve the board calendar for 2017-2018 with the following dates: August 30th, September 27th, October 25th, November 29th, January 24th, February 28th, March 28th, April 25th, May 23rd, June 27th. No meeting is scheduled for the month of December. Should it be necessary to meet, a date will be announced in November. (Hulit/DeLeo)

In favor: Bruno, DeLeo, Geary, Higgins, Hilton, Hulit, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy, Springhetti

Opposed: None

Kevin McDaniel expressed his concern that he felt there had not been enough outreach regarding a possible move, and his fear that a move have a negative impact on community support. He felt that the board should actively seek public opinion regarding a possible move. There was a lengthy discussion of the motion. Supporters spoke of the need for transparency, the importance of listening to public opinion, and the need to know what the public thinks, and that those who donate to the station should have a voice. Those opposed to the motion, pointed out that public opinion was sought early in the process, and also indicated that seeking input without informing the public of all the facts would result in uninformed opinions and that the message could be confusing to those who might not realize that our signal has always come from Liberty. Various options for informing the public were discussed. Pat explained that she was planning to submit an article the local paper explaining the background and pros and cons of a move as a way of informing the public. An online survey was suggested but it was pointed out that there is often a very low response rate to our surveys.

Motion: That the board run the following message on air every 2 hours for one month to solicit public comment regarding a possible move to the Liberty.

Property: "Some of you might have heard that WJFF may move from Jeffersonville to Liberty. Because we are a public, community-run radio station, we want to hear from you if you have an opinion on this. Please make your opinion heard! Email the Board at... or call....". (McDaniel/Moore)

In favor: Geary, McDaniel, Moore, Page

Opposed: Bruno, DeLeo, Higgins, Hilton, Hulit, Lomax, McCullough, Nordstrom, Peterson, Pomeroy, Springhetti

It was suggested that Kevin revise his message, and that we revisit it after the second public comment session.

Pat Pomeroy conveyed a request from Rosie Starr. "Farm and Country" needs audio content and would like to include a segment on what the Board of Trustees members are doing this summer. She asks that if you have a garden, or a pet, or some other life in the country experience you would like to talk about that you record it and send it to her at rozie.starr@gmail.com.

Correspondence

Kit Hulit reported that correspondence received was included in the board packet and would be attached to the minutes if the sender had made that request.

Public Comment

Midge Maroni commented on underwriting, suggested that we should use our airwaves to connect with listeners regarding a move.

Sonja Hedlund spoke about transparency, the need to address our shortfall in underwriting and benefit income, and suggested that we add an additional event.

Old Business, continued

Kevin McDaniel offered a revised 30 second announcement to be aired twice a day that would make note of the fact that if we were to move our office and studio to Liberty, our transmission would not change. Tim Bruno then suggested that he could devote an episode of his program, Radio Chatskill, to an informational program about the issue. Kevin then offered an amended motion.

Motion: We will produce a one-hour news program on Radio Chatskill about the issue the Board of Trustees is facing after we get the facts on the 15th of August, to air on the 20th of August with promotion before and after to solicit input through a daily 30 second promo. (McDaniel/Geary)

In favor: Bruno, Geary, Higgins, Hilton, Lomax, McCullough, McDaniel, Moore, Nordstrom, Page, Peterson, Pomeroy

Opposed: DeLeo, Hulit, Springhetti

Motion to Adjourn: (Nordstrom/Hilton) All in favor. (9:37pm)

**For approval by the Board of Trustees:
Short Version of GM/DD job description
Revised by Personnel Committee on July 27th, 2017**

WJFF Radio Catskill is accepting applications for the position of **General Manager / Development Director**. This is the top staff position at a 27-year-old public radio station headquartered in Jeffersonville, NY, that has made itself beloved by the rural communities it serves by providing alternative cultural and political perspectives that otherwise might not be available to them. As the point of contact to our communities, the General Manager/Development Director is charged with preserving and developing that heritage. A key responsibility is the implementation of the station's Strategic Plan.

Development, fund-raising, grant writing and financial acumen are essential to the job, as is a proven track record as a manager. The ideal candidate will have a background in community/public radio. Familiarity with government compliance, and technical operations is a plus. An experienced manager with relevant leadership experience from a non-profit or another similarly structured organization would be considered. A passion for community radio is essential, as are the demonstrated ability to lead while working collegially and transparently with a wide range of diverse constituencies, including volunteer broadcaster.

WJFF Radio Catskill is a National Public Radio member station serving the Catskills, Upper Delaware Valley and Mid-Hudson region of New York, and Northeast Pennsylvania.

[Click Here to download a full job description.](#)

Cover letters and résumés should be sent to employment@wjffradio.org.

Deadline for application is 11:59pm Tuesday, September 5th 2017.

WJFF Radio Catskill is an Equal Opportunity Employer.

**For approval by the Board of Trustees:
Long Version of GM/DD job description
Revised by Personnel Committee on July 27th, 2017**

Position Description:

WJFF Radio Catskill is a member-supported National Public Radio station serving the Catskills, Upper Delaware Valley and Mid-Hudson region of New York and Northeast Pennsylvania. WJFF's programming is an eclectic mix of local music and public affairs, along with national and international programming from providers that include NPR, PRI, APM and Pacifica. The station has three full-time staff positions and is governed by a fifteen-member Board of Trustees. Over 100 volunteers produce local shows, cover board shifts and assist with events, maintenance and other non-broadcast functions.

Overview:

WJFF Radio Catskill is seeking a General Manager/Development Director (GM/DD) with strong leadership skills and a desire to work in a community and volunteer-oriented environment. The GM/DD manages the day-to-day operation of the station including fundraising and membership development. He or she reports to the Board of Trustees and manages all other staff and contract positions. The GM/DD will be responsible for leading the station through its strategic plan, which encompasses projects such as major facility renovations, a possible capital campaign, and the implementation of a new marketing plan geared to expand the member base and corporate underwriting. The GM/DD serves as the station's lead representative to our diverse communities.

Qualifications:

The ideal candidate for the GM/DD position would possess qualifications and/or relevant experience in most of the following areas:

Minimum

- Non-profit or business background with a strong interest in public radio
- A proven track record as an effective manager with emphasis on supervision of and delegation to staff and volunteers
- Development skills, including fund-raising ability, grant writing experience and general financial acumen

Preferred

- Significant leadership experience in broadcasting, community organization, non-profit organization or a related field
- Community or public radio management experience
- Familiarity with IT and Broadcast technologies
- Experience in government compliance including FCC and CPB
- Familiarity with trends in emerging media distribution platforms and technologies

As WJFF is a community radio station, the demonstrated ability to lead while working collegially and transparently with a wide range of diverse constituencies, including volunteer broadcasters is essential.

Duties and Responsibilities:

- Coordinates implementation of the station's 5-year strategic plan.
- Assists the Board of Trustees in the development of the annual budget.
- Monitors the station's finances and application of best practices in consultation with the station's bookkeeper and auditors; provides assistance to auditors in the preparation of the station's financial statements.
- Supervises, trains and evaluates staff; independent contractors and volunteers.

- Develops and executes and/or oversees the station's plans for membership drives, grants, and underwriting.
- Assures the timely provision of all reports required by the FCC, CPB, and other government agencies.
- Communicates and collaborates with and serves as a member ex-officio of the Board of Trustees. This includes monthly reporting and attendance of Board meetings, and may also include participation in meetings of board committees.
- Develops policies and procedures required for the operation of the station in a legal, responsible and equitable manner.
- Oversees the planning, development and maintenance of station facilities in accordance with the station's strategic plan and objectives.
- Promotes the station and its mission and vision in the community.
- Assures the station serves diverse groups of listeners and potential listeners.
- Provides a transparent, welcoming, supportive and inclusive approach to working with volunteers, staff, and all station communities.
- Assures compliance with all regular FCC and CPB regulations.
- Represents the station in the broadcasting community.
- Oversees volunteer development and relations in coordination with staff.
- Collaborates with the Development and Community Outreach Committee of the Board of Trustees in the planning of fundraising and community-building events, marketing and promotion. Executes or oversees those plans.
- Oversees cultivation of and communication with donors and the general community through multiple channels.

Salary and Benefits:

- Full-time position, with annual evaluation conducted by the Board of Trustees
- A base salary commensurate with experience, plus bonus incentives based on meeting fundraising benchmarks
- Paid vacation, personal and sick days
- Health insurance coverage with employee contribution.
- Employer contributes 2% of employee's annual salary to a non-elective contributory SIMPLE IRA plan.

WJFF Radio Catskill is an equal-opportunity employer and does not discriminate on the basis of race, color, creed, gender, age, ethnicity, national origin, marital status, sexual orientation, identification or expression, mental or physical disability or any category protected by state or Federal law.

Comments submitted to the Board of Trustees by Sonja Hedlund:

Before you make final decision about moving from the WJFF Jeffersonville studio to new property in Liberty, I think it is imperative to both inform and seek input from the WJFF **base**, the community of supporters and listeners.

If my memory is correct, two Februarys ago volunteers met at Michangelo's in Jeff to offer comments/ideas.

The Community Advisory Board recently sponsored two meetings in Liberty about this move; BOT members presented factual information and the public offered their ideas. One not mention in h mites was to build a studio in Liberty or Monticello like the one in Honesdale. I am not aware of information posted on the wjff web page about this gift/move.

I believe that much is to be gained by involving our friends/supporters as the Board makes this decision BEFORE the decision is made. The Board could share information about options under consideration, their costs, the benefits of each, how the plan melds with the Strategic Plan etc. If we move, our supporters will be called on for financial and physical resources to support the change.

Involving the public. I think, would mean actions such as these:

- Post basic facts about the property gift on the web page. Post minutes from station meetings where the issue was discussed
- Conduct a web survey asking for comment/suggestions about staying in Jeff, moving to Liberty
- Convene open meetings (Honesdale, Monticello, Jeffersonville, Liberty) on this matter. Announce these on the web and on the air
- Make announcements on the air about the issue, refer people to

details on the web

Plan radio shows on the issue> I believe Radio Chatskills may do this.

PLEASE INCLUDE IN MINUTES

TO ALL,

It has come to my attention that a couple of folks are requesting still more meetings about the Liberty property. We have already had numerous meetings over the last year and half-two years, comments gathered, research done, work groups formed. ENOUGH!

There will always be a couple of folks opposed to change, so let's accept that and move toward a decision that is best for the MISSION of this station. Our mission says nothing about staying in Jeff or hydropower; our mission is to meet the needs of our listening area not just those of us in the western part of Sullivan County and the Delaware River Valley.

Yes, we have been lucky to have WJFF 'to ourselves' over the last two decades but it is time to share this precious gem with others in our county not so fortunate.

There are many reasons to vote FOR the move, many of which have been documented over the last couple of years; however, what stands out to me among them are: improved signal to the tower, hence improved reception to our listeners, and access to the under-served in our community.

I could go on and on, but as I said earlier it's all been said and recorded and researched many times over. This is not about our personal feelings or nostalgia for a time past; it is about WJFF'S MISSION.

THE TIME TO VOTE IS NOW!

Respectfully submitted,

Valerie Mansi
Volunteer

PS: As a board you are inundated with emails and more, so please accept my apologies for the careless typos and the additional emails, and a big thank you for all on behalf of all you do.