

Minutes of the Meeting of the Community Advisory Board (CAB) of WJFF Radio Catskill held on August 7, 2017 at the Village of Jeffersonville Hall.

CAB members present: Lydia Rolle, Larry Ravdin, Judy Heinle, Sheila Dugan, Gloria Simms and Linda Reik

CAB members absent: Sandy Oxford

Staff members attending the meeting: none

Others attending the meeting: Martin Springhetti (Board of Trustees, BoT), Kit Hulit (BoT) and Tasa Faronii-Butler.

A quorum being present, the meeting was called to order at 06:36 PM.

The minutes of the meeting held on April 11, 2017 were distributed in advance of the meeting.

Motion to approve the minutes was made by Judy and seconded by Sheila. All in favor.

The minutes of the meeting held on June 6, 2017 were distributed in advance of the meeting.

Motion to approve the minutes was made by Gloria and seconded by Larry. All in favor.

### New Business

The following recapitulation by CAB of its Town Hall meetings was submitted to Secretary of BoT on July 30, 2017:

“Community Advisory Board’s recapitulation of two Town Hall meetings held June 23 & 24, 2017, at the Friendship Baptist Church, Ferndale, NY.

Community Advisory Board (CAB) Present: Lydia Rolle, Linda Reik, Sheila Dugan, Gloria Simms, Larry Ravdin and Judy Heinle, on June 27, 2017, at the WJFF Property, Liberty, NY.

CAB absent: Sandra Oxford

Invited guests attending: Barbara Carpenito, Pastor Harry Brown and Minister Della Brown.

CAB Chairperson Lydia Rolle assembled this group to summarize community feedback from the CAB’s Town Hall meetings and forward them as a recommendation to the Board of Trustees (BOT) for consideration in the upcoming vote on the gifted property.

Purpose of Town Hall meetings: to elicit community feedback on the gifted property in Liberty.

- An overview of the station’s mission, current facilities and gifted property, community outreach, volunteers and youth program was presented by a panel of WJFF BOT members (Pat Pomeroy, Thane Peterson, Tasa Faronii-Butler, Martin Springhetti, Kit Hulit and Kevin McDaniels). The Board of Trustees, having created a 5-year strategic plan for WJFF, seeks to purposefully use and/or sell the Liberty property to fulfill the strategic plan. BOT members also fielded technical questions.

Approximately 50 people attended, excluding BoT members. Attendees were representative of the community and included members of the Afro-American and Latino communities, community leaders, clergy and youth.

Highlights/concerns included:

- There is a lot of talent among the youth. Currently, there is not a lot of opportunity to use that talent. The Liberty location would provide an outlet for youth as it is close to town and they can get there by foot, the high school is within one mile of the location, local community college is nearby and BOCES is across the road.
- The community needs young voices to come forward and there may be funding available through the Sullivan County Youth Program.
- People can participate and identify with the Liberty venue more so than Jeffersonville where space limits the ability to grow. Social benefits of greater diversity can be gained at the Liberty site more readily than the Jeffersonville site. Multi-use aspects and accessibility are advantages of the Liberty site as compared to Jeffersonville. The Liberty site has ample access for parking thus more functions could be held on site. The Liberty site is ADA-compliant, is close the antenna and Liberty location could facilitate greater interaction with other non-profit organizations.
- The station's identity with hydro power can be commemorated while new, sustainable look and function could be achieved at Liberty which has potential to use 100% solar energy.
- WJFF did pay tax to the Town of Liberty and its schools for the Liberty site. For the future, WJFF has been granted tax exemption for the Liberty property from the Town of Liberty.

CAB invites residents to its next meeting on Monday, August 7, 2017, 6:30 PM, Jeffersonville Village Hall, upstairs room.

Respectfully submitted,  
Linda Reik, Secretary of CAB"

Town Hall Meetings: group discussion of what we learned, what was well done and what can be improved. CAB request to Pastor Brown and his agreement to host the meetings enabled communications with people WJFF had not been serving, see CAB recapitulation report above. Similar outreach could help expand WJFF radio's missions of education and diversity. Start time, duration time, venue set-up and the presence of a panel of BoT members were good. Several BoT members of the panel expressed their appreciation and commented that much was learned. Pastor Harry Brown's efforts to advertise drew participants. Pastor Brown and Minister Della Brown were sent a written thank you. A publicity release announcing the Town Halls was not issued early enough by CAB to be effective. Correction of CAB press announcements is needed for future events and should be tailored to the upcoming location. Whether future Town Hall meetings would be recorded by WJFF staff needs to be discussed with staff because editing of recordings uses time.

A format of holding CAB meetings in locations of the listening area was discussed and received acceptance. This format could help satisfy a goal of the Strategic Plan - for the Program Manager to receive instructions from CAB based on input from residents of the listening area when Town Hall meetings are advertised as open to the public in locations closer to their homes. The Strategic Plan identified a goal to devote more time to programming requests of listeners, public affairs, diversity and community needs as gathered by CAB, forwarded to BoT, Program Manager and General Manager/Development Director and reported to Corporation for Public Broadcasting. Brainstorming of CAB meeting locations occurred; no business entity can be advertised on WJFF radio so plan to use not-for-profit orgs' locations as venues. Planning ensued, see table below, with a meeting for evaluation of attendance to occur after 3 roving CAB meetings. CAB members' results from assignments are requested by Sept. 30, 2017.

YEAR	DATE	Alt. DATE	TIME	TOWN	LOCATION	Alt. LOCATION	Responsible CAB memb
2017	Sept. 12	Sept. 26	6:00-8:00 pm	Monticello	Ted Stroebele Center	church	Larry & Lydia
2017	Nov. 14	Nov. 28	6:00-8:00 pm	Narrowsburg	The Union	library	Judy & Sheila
2018	Jan. 8	Jan. 9	6:00-8:00 pm	Honesdale	The Cooperage	PLS FILL IN!	Judy & Sheila
2018	April 9	April 16	6:00-8:00 pm	Ellenville	Shadowland Stages	Music Institute of Sullivan & Ulster	Tasa
2018	June 11	June 18	6:00-8:00 pm	Liv. Manor	CAS	Laundry King (CAS)	Linda
2018	August 13	August 20	6:00-8:00 pm	Hurleyville	Museum	Arts Centre	Lydia

CAB reiterated to the BoT liaisons present (see CAB minutes of June 6, 2017 meeting) that re-appointment of members to two years terms, and no term limit, is requested by the current CAB because continuity of membership is helpful. Kit explained that the Nominating and Governance Committee will consider this change to the Bylaws.

CAB hereby requests to the BoT, Program Manager and General Manager/Development Director that follow-up for involving youth in WJFF radio be conducted based on information reported in the CAB recapitulation of Town Halls report above. Kit requested that approved CAB minutes be sent to her as BoT Secretary, the Program Manager (Jason Dole) and General Manager/Development Director (Interim Andrea Nero Eddings). Kit will send CAB members the Strategic Plan, with sections applicable to CAB highlighted. Lydia will develop the agenda for Sept. 2017 CAB meeting in Monticello.

A motion was made by Sheila to recommend Tasa Faronii-Butler to the BoT, at their August 30, 2017 meeting, for membership on CAB and was seconded by Judy. All in favor.

A motion to adjourn was made by Gloria, seconded by Linda. All in favor, 08:41 PM.

Respectfully submitted by Linda Reik, Secretary of CAB