

WJFF Development and Community Outreach Committee Minutes

Sept 10, 2018 at the WJFF Studios in Jeffersonville NY

APPROVED

The meeting came to order at 6:05pm Meeting attendance by Phone 1-515-603-3186/ID 1054135#

Present: Barbara Demarest (phone), Tasa Faroni (phone), Kathy Geary, Jan Goodwin, Jim Huntington (phone), James Lomax, Kevin McDaniel (phone), Judith Schwartzstein (phone),

Absent: Allen Weir

Staff present: Dan Rigney (phone)

Public present: none

Motion to approve minutes DCOC March 21, 2018 meeting (Lomax/McDaniel)

In favor: Kathy Geary, James Lomax, Kevin McDaniel

Opposed: None

Abstaining: Barbara Demarest , Tasa Faroni , Jan Goodwin, Jim Huntington, Judith Schwartzstein

Motion to approve the notes for DCOC April 23 and April 25 meetings for public release (Lomax/Geary)

In favor: Kathy Geary, James Lomax, Kevin McDaniel

Opposed: None

Abstaining: Barbara Demarest , Tasa Faroni , Jan Goodwin, Jim Huntington, Judith Schwartzstein

Motion to approve minutes DCOC July 19, 2018 meeting (Lomax/McDaniel)

In favor: Kathy Geary, Jan Goodwin, James Lomax, Kevin McDaniel

Opposed: None

Abstaining: Barbara Demarest , Tasa Faroni , Jim Huntington, Judith Schwartzstein

Discussion was held on the following topics.

2018 Yard Sales and Silent/Live Auction

Yard Sales held in August and September at the Liberty property netted \$3.5K, a big increase from previous years. Leftover items were stored in the white house at the Liberty property. Furniture and other items were donated to a Sullivan county charity. The visible location contributed to the success along with Kit Hult's management of the sales.

The Auction held at the Western Hotel generated \$8.2K with \$1K of that coming from the \$15 admission fee. James Lomax suggested the silent portion of the auction could last longer. Judith Schwartzstein, who co-ordinated the auction items, reported that the Restaurant offers were the most successful items often exceeding their stated values. She recommends we consider our target audience when soliciting items for next year. Barbara Demarest suggested offering FREE admission to Sound Supporters. We discussed the idea that future auctions incorporate food, perhaps a Dinner to enhance the event. Celebrity endorsements of the auction would also enhance our promotional efforts. Allen Gerry and Mark and Sunny Ruffalo were suggested as possible Chairpersons. Future locations were considered

with Handicap Access being desirable. The location at the Western involves a long staircase. Hurleyville Museum was suggested. If a dinner is offered it would be good to hold it at a restaurant. Tavern on Main in Jeffersonville for instance, a private event. Jan Goodwin also suggested The Cooperage, it's on the ground floor. She's been to fund raising events there and think it works well and they have an excellent kitchen.

Music Sale 2018

Dan R. is working with John Bachman who will once again produce this annual event. David Dann will assess and determine the value of donated musical equipment, stereos, guitars, etc. Donations are being stored in Liberty. The Music Sale will be held at the White Sulphur Springs firehouse as in previous years. We expect to generate \$10k at the music sale. On-air spots are running asking for donations and promoting the event. Dan suggested contacting WFMU about possible affiliation for this event. They hold an annual music sale in May.

October Pledge Drive

Drive starts Friday Oct 26. Dan mentioned the summer drive was 14 days long, perhaps due to rainy weather which kept second homers away. Perhaps we should exempt certain programs from pitching, especially Democracy Now. We should increase pitching during classical music programs, both live on-air hosts like Music of the Spheres and syndicated programs like Performance Today. More voices should be heard during the pledge drive, specifically BOT Members and DCOC members who should record short testimonials as promos for use during the drive. Word of mouth is important. Kevin McDaniel suggested preparing CD of on-air live performances from Home Grown program as a pledge drive premium. Local musicians would be asked to give their permission, staff not available to produce CD, should be volunteer driven effort. Archiving of Home Grown needs to be reassessed.

End of Year Appeal

Final on-air pitch for donations is a staff driven event.

2019 Jan / Feb Events

James Lomax suggested forming a working group to plan events for this time frame.

Motion to elect James Lomax as the DCOC Committee chair since the resignation of Martin Higgins has left the chair vacant. (McDaniel/Geary)

In favor: Barbara Demarest (phone), Tasa Faroni (phone), Kathy Geary, Jan Goodwin, Jim Huntington (phone), James Lomax, Kevin McDaniel (phone), Judith Schwartzstein (phone),

Opposed: None

Meeting adjourned 7:20pm.