Present: Mary Blank, Dickie Colo, Cheryl Gay Sherwin, Bill Holtz, Mark Piepkorn, Bob Ross, Bruce Sterling

The meeting was called to order at 7:04 P.M. Meeting minutes from August were reviewed; Mark moved, Bill seconded to approve the minutes as written. Treasurer’s report was passed out and reviewed.

Fundraising: Discussion followed regarding fundraising and profits made on What Doth Life concerts 1 and 2, and WOOL Block Party. All considered a success as money was made at all three events. Regarding additional fundraising, Bob Ross is the co-chair of the WOOL Silent Auction and he stated that he was available to do the silent auction on the third Friday of October (10/19), but not available on the third Friday of November (11/16). Bill called Dot Read to discuss these dates and availability of building. Dot said that the October date will work. October 19 was agreed upon for the date of the silent auction. Discussion followed about combining the silent auction and membership drive in October. These two projects can be worked on simultaneously: call members regarding membership AND solicit donations for silent auction in the same call. Mary stated that she will work in-depth on the membership drive. Bob will send (email) solicitation forms for people to use. Discussion on possible local event conflicts; according to online “What’s Up in the Valley” there were few events happening on October 19th. Jeff Starratt will be broadcasting live from Bellows Falls Farmers’ Market. Fundraiser Radioke will return this winter, hosted by and taking place at Popolo.

The Significant Artist Concert is probably not going to happen.

In regards to underwriting, not much has been done. Target underwriting may be pursued with the new programming that is now in place. Individual shows are not allowed to procure their own underwriting. Mark does not see a problem with an underwriter asking for a spot during a specific show.

Technical Update: Mark has been working on the website but currently only Gary can make modifications to the website. Mark is trying to change that so that more people can change things on the website.

Dickie and Bruce are still having trouble joining the Yahoo group. Discussion about email issues with both board and hosts took place.

Emergency Alert System (EAS): Be sure to check that it is being done no less than one time per week and that hosts are doing it more than the minimum required. But do not saturate our listeners; no need to air it every hour. There is one incoming per month that is sent from the government and automatically broadcast on WOOL-FM. The station is not notified in advance of the test initiated by the EAS, and neither does a show know when they are going to be interrupted by a test.
**Membership Drive:** Jeff wrote a letter regarding membership, but it was determined to be a bit long. Mary will email a letter that she has written. For the mailing, the membership letter will be on one side and the mailing information will be on the other side. Bill suggested that everyone have a targeted list and that we shoot for a high success rate. We will need to do a spring time membership push, as well.

There will be a membership drive meeting in two weeks on September 26 to stamp and mail membership letters. Bill will send an email to hosts asking that they attend the membership mailing “party” on September 26th and asking each host to bring or e-mail 10 names and addresses. Mark will ask Gary about labels for mailing.

**Programming:** Dickie received an email from Dagan Selbach. He thought it was in regards to getting a show, but it turned out not to be truly from Dagan. It was malware. Be alert as Bill received the same email.

Host fees: Linda Hurley and Tuckerman Wunderle have paid; currently unpaid host fees include: Karen Z., Jeff W., Jeff S., Nina S, Louie X., Paul C., Mark K. (says he paid by check, Cheryl will verify with Mark to see if the check has cleared and to receive a copy of the check). Paid host fees include: Charlie B., Dickie C., Ellen L., Trish A., Cheryl G.S., Mark P., Mark E., Mariah E., Kiel A., and Jim B.

**Other:** Cheryl asked for a status on the Sheep Happens meetings. They happened as a response to an inactive board. Now that the board is once again active, the Sheep Happens movement has ended.

Mary gave an inventory on WOOL-FM merchandise. There are no large or extra-large t-shirts. Mark P. suggested that we need to get our finances “more in the black” before we order more merchandise to sell. Mary suggested that merchandise have a revolving account so that the profits go to the general fund and the cost is kept to purchase new inventory. Mary and Cheryl said that they would buy a number of shirts for Christmas presents and we could use those funds to purchase the inventory that is needed. We need to discuss this again by the beginning of November in order to have merchandise available for Christmas. Alan Fowler is open to selling WOOL-FM t-shirts at the Village Square Booksellers. Conversation included a suggestion of opportunity for marketing and potentially selling WOOL-FM t-shirts at the Tunbridge Fair.

Bob made a motion and Pete seconded to adjourn the meeting at 8:50 PM.

Respectfully submitted,

Cheryl A. Gay Sherwin
Addendum

There are trickle-down layers in the EAS system: one national center at the top; regional centers that relay the national alerts and create regional alerts, etc; and we’re down at the bottom.

We’re required to do weekly tests. In theory, it works like this: We receive a notice of a test from above us in the food chain, and we’re supposed to air that test within the next hour. Since there isn’t anybody at the station most of the time, that’s a problem, and we’re not the only station to have it. So there’s an alternate method, and that’s to broadcast a weekly test on a random day and at a random time of our own choosing, and log the test. The FCC can compel us to produce the logs at any time.

We can't really assign doing the weekly test to any single show because the tests have to be on random days and at random times. And since people sometimes don't do their shows, and sometimes forget to do the test, it wouldn't be safe to assign it to any single show anyway. The safest solution seems to be to assign it to three shows on different days and at different times, and rotate the assignment to different shows each month.

There’s an added wrinkle in all this, but it’s one that we’re going to ignore. In addition to the required weekly tests, there’s also a required monthly test. The monthly test is triggered from above and it automatically overrides whatever's on the air, just like a regular emergency. We don’t have to do anything to make it happen. In the weeks where a monthly test is triggered, we aren’t required to do the weekly test. But factoring that into our in-house-test scheme would add unnecessary complexity and confusion, so we'll just accept it as an unacknowledged safety net one week a month.