WOOL-FM Board of Directors Meeting

April 8, 2015

Present: Bill Holtz, Rick Anderson, Melissa Berry Brown, Cheryl Gay Sherwin, Tracy Klonowski, Patrick Matteau, Bruce Sterling, and Mary Blank present until 6:30, Cheryl arrived at 6:30. Absent: Dickie Colo, Mark Piepkorn (doing his show 20 feet away), Gary Smith.

Bill called the meeting to order at 6:12.

APPROVAL OF MINUTES

Meeting minutes of 3/11/15 were reviewed. Bruce moved to accept minutes as written, Rick seconded. Motion passed unanimously.

TREASURER'S REPORT

Treasurer’s report was reviewed. Having technical difficulties-Printer offline) The report was read from the screen. Patrick moved to accept Treasurer’s Report, Bruce seconded; motion passed unanimously.

There was discussion about the payment for the domain name, and it was deemed paid by Tony Elliot.

There was some discussion, and a question for Gary Smith (Not Present) to obtain paperwork confirming our ability to pay only the interest on the upgrade load. Bill Holtz was tasked with asking Gary.

Mary stated she is ready to hand off to Tracy

OLD BUSINESS:

1. ADMIN AND TECH SUPPORT:

-- Doorbell: Needed some batteries, and is being tweaked for install, it needed be in the right place. It was a mystery and Pat said he would look at it.

-- Headphone rack is being used.

2. PROGRAMMING:
--Fred Tipton’s Monday night Jazz show is in the works; he is in training.

--Donald Tretler’s show is also in the works

3. EXPANDING OUR REACH:

-- Tony Elliott renewed our Domain Name for one year as a donation to WOOL. Thank you, Tony!

4. PUBLICITY AND BRANDING AND PUBLIC RELATIONS

-- T-shirts: Patrick did a mock up of a few designs. He likes the “old shirt” look. Discussion followed that we all like the look of the sunburst behind the sheep head design and that everyone wants to stick with a black tee. Melissa will inquire as to whether the company we go with is interested in underwriting as a means of discounting our order.

Patrick will email everyone with options sometime within the next week or so. We are aiming for a print date of just after our May Board meeting.

--Membership Email: nothing to report. Cheryl and Mary need to get the full membership database onto the station computer.

5. Membership

--We have 138 members now in 2015: 79 are regular memberships, 2 ae students, 16 are seniors and 41 are sustaining members. Of these 138 memberships, 36 of these are new members. 59 members from 2014 are not members now. The Board will look at the list and see if there are any friends to reach out to, to encourage the renewal of memberships.

-- 3 hosts have not paid; 2 of those hosts no longer have shows.

--The challenge is for each Board member to find a sustaining/recurring membership.

--Discussion followed regarding local schools/colleges/businesses who may be interested in underwriting at WOOL.

6. Bumperstickers

--Yes, we need more.

NEW BUSINESS

1. Steel Wheels Brain Cancer Fundraiser—everything went well, unfortunately only 8 people (in addition to those of us working at it) showed up to support it. WOOL’s donation
total was $70.00; Sherwin Art Glass hosted the event due to technical difficulties in studio (our internet went down the day before the concert). Patrick noted that it is frustrating that we have so many internet issues, whether it is Comcast changing our IP address on the mountain or glitches here at 33 Bridge.

2. Sound Exchange: tabled until May

3. Sign at 33 Bridge Street: President Bill spoke to Stewart Read about it. Bill took the sign down and is in the process of repainting it to reflect the updated 91.5

4. Fundraisers: DJ Skar/Reggae Party. Rick suggested we get Jamaican food made here in Bellows Falls and be sure we have Red Strip beer for the bartender to serve. Rick will follow up with DJ Skar on Saturday.

5. An anonymous donor wants to donate to WOOL to buy something impactful, not just a general donation to go into the general funds. For example: the computer on the mountain, a new console, microphones, etc. We will keep the donor informed of our many needs.

Rick proposed adjourning the meeting, Tracy seconded - the vote was unanimous. Meeting adjourned at 7:40 PM.

Respectfully submitted,

Cheryl A. Gay Sherwin and Melissa Berry Brown