Wool FM Annual Membership Meeting

June 29, 2014

Introductions were made followed by Bill calling the meeting to order at 3:50 PM. Meeting began with President’s comments which began with, “It’s the journey, not the destination.” President Bill recapped the events of the past year: August included our Annual Block Party, in September we made the determination to go to 550 watts. In November we held the Silent Auction and made the decision to apply to the Town of Rockingham for a loan for the upgrade; the loan was granted to us in December and there were also many programming upgrades made. Through multiple trips up the mountain, January and February saw the placement of our new antenna and on February 11, 2014 WOOL-LP 100.1 went off the air. The FCC approved WOOL-FM 91.5 on March 7, 2014 and we went on the air at 10:45 the morning of March 8th.

Minutes from 2013’s annual meeting were reviewed. Gary made a motion to accept, Alan D’Amico seconded. Motion passed unanimously.

Treasurer’s report

Mary presented the treasurer’s report. Mary answered questions regarding the 2014-2015 budget, mostly regarding connectivity and facility costs. Tony Elliot offered to review Sovernet bills to confirm the value of the connectivity costs. Tony also reminded everyone that the next upgrade of the studio to transmitter cost is still before us. Pat Fowler motioned to accept treasurers report, Tony seconded; passed unanimously.

Membership report

Mary reported we have 148 card-holding members of the following breakdown:

History of Memberships since 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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<tbody>
<tr>
<td>2010</td>
<td>125</td>
</tr>
<tr>
<td>2011</td>
<td>155</td>
</tr>
<tr>
<td>2012</td>
<td>116</td>
</tr>
<tr>
<td>2013</td>
<td>138</td>
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Dickie moved to accept Membership Report, Bruce seconded; motion passed unanimously.

Programming
Dickie is program coordinator. Program coordinator makes sure training is done and fees are paid by new hosts and reports to the Board. Many of these responsibilities have fallen to various people; Dickey follows up on paperwork and brings the information to the Board.

Mark reported that 45% of our programming is from Pacifica, we are a Pacifica affiliate. This is broadcast mostly from midnight to noon. Tony commended Mark for bringing in Pacifica. Bill noted it has great diversity.

Last year we had 13 local shows; currently we have 29 local shows. Mark now has two curated shows in addition to his live show. The two curated shows consist of a Roots on the River show and a new show that is made up of new stuff that comes into the station. Bruce, Mark K., Julio, and Cheryl volunteered to help record intros for the curated shows. New hosts supersede syndicated content. Gary motioned to accept the programming report, Bruce seconded. Motion passed unanimously.

Election of Directors

Current Board of Directors consists of Gary Smith, Bill Holtz, Mark Piepkorn, Dot Read, Bob Ross, Dickie Colo, Mary Blank, Bruce Sterling, Mark Kenney, and Cheryl Gay Sherwin. Mark P. is the president, Bill is the vice president, Mary is the treasurer, and Dot is the secretary, with Cheryl as secondary secretary and acting as secretary in Dot's absence. Mark P. nominated Patrick Matteau and Melissa Berry Brown for new directors. Julio volunteered and Tony nominated him for a new director. Bob and Dot have not been able to be as involved, recently. Discussion followed make them honorary board members as we often need their skills, they still care about WOOL but are less able to participate. Mark K. stated that he is currently unable to participate as regularly as he would like and as we need him. Originally they were 13 people on the board; this number of directors was so high because we needed people with skills and ownership of the process as the radio station began. Discussion followed regarding doing away with quorum versus having a smaller board or were simply a board participates regularly. Tony suggested the elect a new board, Tony moved that we accept the new slate of directors, Mark K seconded; there were no objections. Gary stated it is the secretary's job to cast one vote for the new slate of directors:

Melissa Berry Brown

Mary Blank

Dickie Colo

Cheryl Gay Sherwin
Cheryl, as acting secretary cast one vote for the new slate of Board of Directors.

New Business

Gary stated that he feels we should spend money on a survey and find out knows that we exist and who listens. The survey will inform us as to the size of our listenership and who our listeners are. We can make decisions based on the results of the survey. Tony asked what such a survey would cost and asked if we could glean emails from the survey to build our membership. Gary stated that with Survey Monkey you can buy by zip code. Gary can price it out. Discussion followed regarding the survey including posting the survey in the newspaper, making use of our local Facebook pages that are sponsored by the village and may have a larger demographic, and people listening online. Donna K. asked what we would do with the survey information. Gary responded that number one is: if most listen online we may reconsider the $30,000 expense to full power and number two is: if our community is not listening what are we doing and how do we change that it's and serve them or focus on those who are listening. Mark he noted if we increase our listenership by 400% we can tap into art underwriting. Underwriters won't care about listeners that are in Texas, Wisconsin, Minnesota, or Turkey. Charlie Hunter stated that $500 seems like a reasonable amount to pay for the survey. Steve Adams suggested we use our own Facebook page to conduct the survey as this is completely free. Julio noted that nothing is stopping us from leaving surveys at farmers market and flea markets. Charlie made a motion to authorize/direct the board to explore survey options up to $500. Chris Sherwin seconded, motion passed unanimously.

Regarding community involvement, Patrick M. is spearheading WOOL customer discount cards. Patrick suggested we can increase membership this way. Find things that people are spending money on anyway and ask the businesses to offer discounts to card-carrying WOOL members. Charlie made a motion that we direct and authorize the board to further explore the WOOL discount card concept with Patrick in the lead, Mark P. seconded; motion passed unanimously Tony suggested we email wool membership for business suggestions and put an easy application on the website for businesses. Ellen Lawrence and Jana Bryant volunteered to help Pat.
Annual Auction

Bill noted that generally Dot and Bob spearhead the annual auction. Dot and Bob are now honorary board members, how will they feel about spearheading the auction? It was suggested that they'll be okay with it; relieved to be off the board but happy to head up the auction. Gary made a motion to direct the board to find out if Bob and Dot want to be off the board but still in charge of the auction, Mark K. seconded. Motion passed unanimously.

Block Party

The annual block party is scheduled for August 17 at the Waypoint center. Dickie and Patrick are putting it together. Pat stated that they need help in organizing and setting up. Mark K, Bruce, and Cheryl volunteered to help. Any other volunteers are asked to email Patrick.

Tony moved to adjourn the meeting, Charlie seconded. Motion passed unanimously; meeting adjourned at 5:15 PM

Respectfully submitted,

Cheryl A. Gay Sherwin

(Attendance Sheet attached)