



## BOARD MEETING MINUTES

WHEN: Tuesday, November 14, 2006 7:30pm

WHERE: Studio, 33 Bridge Street, Bellows Falls, VT

IN ATTENDANCE: Jessica Reeves, Charlene Peavey, Dot Read, Gary Smith, Don Malcolm, Dick Wilson, Tony Elliott, Cliff Peters, and Rick Cowan. Bob Ross not in attendance.

NOTE TAKER: Charlene Peavey

### Meeting called to order by Dot Read at 7:06pm

- A. Minutes of last meeting.** In the absence of meeting minutes from the meeting of November 14, Dot Read read her notes Don moved to accept notes, Jessica seconded. Motion passed to accept these as the de factor meeting minutes. Dot will prepare these for posting.
- B. Announcement:** Two pair of headphones disappeared from the station. Tony will send out a message to all hosts.
- C. Financials:** This month has kicked off pretty well with income from the AI Franken Film benefit and a wave of membership renewals.
  - i.** Cash increased from \$2483.00 to \$3737.00.
  - ii.** Assets increased from \$15,418 to \$16,672.
- D. Membership:** Membership reports 14 new members and 30 or so renewals.
- E. Programming:** The Programming Committee didn't meet in the month of November and provided no report.
- F. Technical**
  - i.** Tony found a new board for around \$3500. 10 pot board with switches. Tony will have a real-time proposal for next meeting.
  - ii.** Re-lay out of the studio.
  - iii.** The December board meeting will set the deadline for January for the re-lay out of the station.
  - iv.** Outage on Monday. Adelphia became ComCast. They assigned us a new IP number and forgot to tell us. So, we did not actually lose the connection, the number was changed. Tony asked them to please work with us on this.
  - v.** Progress on other server: Mountaintop server is the #1 priority. Station was #2. Server for the station is virtually done.
- G. Training:**
  - i.** Cliff Peters and Dick Wilson are training now. There are a number of other members lined up to train as well.

- ii. Board discussed Compass School training situation. Is the person lined up to train from Compass qualified to do so?
- iii. Does Bob Skold know about all the programming changes that have occurred? Process needs to be followed!!!
- iv. Question was raised about taking disciplinary action with a trainer.

**H. AI Franken Film Fundraiser** Superb report (everyone agreed) from Gary. (attached.)

**I. Other Business:**

- i. *Sometimes Live Update*: Two months worth of live interviews are scheduled. This is excellent for the local music scene!
- ii. *Podcasting to Air*: Gary proposed that WOOL open its airwaves to podcasts, changing certain training requirements for Podcasters. Tony acknowledged that we have the technical ability to handle this addition to programming. Dot expressed some concern about monitoring the Podcasts. With some enthusiasm, the board agreed this idea deserves more consideration and will discuss it further at the December meeting.

**J. Adjourn:** Rick motioned to adjourn. Gary seconded. Motion carried.



To: The Board of Directors, GFCBC  
From: Gary Smith  
Date: 14 November 2006

---

## **Report on the November 9, 2006 WOOL Benefit**

### **Al Franken: God Spoke Bellows Falls Opera House**

WOOL hosted a one-time screening of the new film "Al Franken: God Spoke" at the Bellows Falls Opera House on November 9, 2006 at 7:30pm. Tickets were \$10.00.

#### **Advance Ticket Sales**

Tickets were sold in advance through several outlets:

- Village Square Books in Bellows Falls
- Bullseye Music in Bellows Falls
- Masiello Real Estate in Brattleboro
- Online via paypal at WOOL.FM
- Online via [www.virtuous.com](http://www.virtuous.com), an online ticket seller.
- Most directors were given ten tickets each to sell; some sold more.

#### **Marketing**

- Marketing was handled principally through a poster campaign, editorial inclusions in the Brattleboro Reformer, Rutland Herald, the Message and the Town Crier.
- A two-piece mailing to all WOOL members also announced the film, the first was a postcard featuring the film's imagery and the second was a membership renewal solicitation that listed the film and the date of showing.
- PSAs were read on the air on WOOL and a PSA was recorded for insertion in the station automation and this was given priority placement in the last week before the film.
- The Opera House screening information was also included on the film's own website at [www.godspokefilm.com](http://www.godspokefilm.com).
- Additionally, trailers for the film were provided to the Bellows Falls Opera House though at this moment we have no evidence that they were shown.
- A promotion for membership renewal was also offered with a combined price with a movie ticket of \$33.00, a \$2.00 savings.

#### **Presales**

Most of the tickets were sold in advance through one of the outlets mentioned above with a total of 141 tickets being sold through the combination of these outlets. Many of these tickets were purchased as donations since it is apparent from attendance stub count that 45 of these tickets were not used for attendance. In total we earned \$1410 (gross) on the presales, not including certain Paypal charges. (These charges are approximately \$3.50 and aren't reflected in the attached figures.)

### **Door Sales & Attendance**

74 people purchased tickets at the door and the total attendance, was 170 people. It was this attendance figure that was reported to the film's distributor, Balcony Releasing, who had provided us the early opportunity to screen this film. In total, \$740.00 was earned in tickets sold at the door

### **Concessions**

Members of WOOL provided food and drink items that were for sale at the counter during the film. These sales generated \$128.50 in revenues.

### **Merchandise**

WOOL Tee shirts and WOOL bumper stickers were sold at the film and these generated proceeds of \$124.00.

### **Memberships**

Memberships to WOOL were also sold at the film and 2 regular memberships were sold for a total revenue of \$50.00. There were four memberships sold online as part of the combination offer though these are not included in the financial summary sheet attached; their related ticket sales are shown, however because this reflects directly on the movie ticket sales.

### **Expenses**

The food and drinks were generously provided by members, as were as the printing of tickets and posters and the postage for the postcard mailing. This left only the following expenses to be covered:

- The cost of the theater rental: \$100.00
- The cost of labor of the projectionist: \$121.00
- The distribution fee of the film: \$238.00
- The shipping of the film to its next venue: \$21.28

### **Bottom Line**

As you can see from the financial report on the following page, revenues for the event total \$2492.50.  
Expenses total \$480.28.

**This leaves us a net profit for this event of \$2012.22.**

### **Backup Documentation**

Checks and receipts are in the possession of Treasurer Tony Elliott, copies of which are available through Charlene Peavey. Several expenses and payments are pending but accounted for nonetheless in this report.

### **Summary**

I think we all agree this was a successful event and others like it are anticipated. Special thanks are due to all the WOOL members who contributed to making this run smoothly and profitably and to Balcony Releasing & Pennebaker Hegedus Films who made the film available for this screening.

Respectfully submitted,



Gary Smith  
Attch/