



Board Meeting Minutes
July 11, 2007
33 Bridge Street

In attendance: Don Malcom, Tony Elliott, Gary Smith, Charlene Peavey, Jessica Dot Read, Bob Ross, Maya Costley

Meeting called to order at 7:09pm

1. Minutes From Previous Meetings:

Don moved that we approve the minutes from the May 9th meeting. Tony seconded. Motion carried.

2. Treasurer's Report:

- a. After a brief synopsis of changes since last month – including approximately \$400 made at the annual meeting in new memberships and donations – there was discussion of funding options and the soon-to-be submitted grant application to Chittenden Bank.
 - i. It was mentioned that in this application we should focus in part on our participation in statewide projects such as rebroadcasting local radio from northern Vermont.
- b. In thanks for their generous donation to the station, Hennesey Electric will be listed as a Level 2 donation – as the levels were determined at the last board meeting. Bob motioned, Gary seconded. Motion carried.

3. Board Organization

Further to the election of Directors at the June 30 Annual Meeting, election of officers and selection of the three-year director was conducted.

- a. Bob motioned that Tony Elliott be selected as the three-year director. Gary seconded this motion. Motion carried unanimously.
- b. Gary motioned that all officers remain in their current positions for another year. Don seconded. Motion carried unanimously.

4. Committee Reports:

a. **Programming:**

- i. Live Performances: Tony opened discussion of more live performances at the station. These would be free performances. Some concern was expressed by board members about liability issues and the dangers involved in bringing people into the station. Current station policy prohibits large groups of people in the

studio but, in practice, many hosts already are inviting people to performances. Tony agreed to bring a first draft of a revised policy that would regulate these performances to the next board meeting.

- ii. Phone In Content: Further to the request of Programming, there was discussion of a new type of content: the automated call-in segment. This model allows a station host to phone in a brief segment that would be picked up by the automation and inserted for broadcast. The intention for this content is items of local interest such as local sports scores, arts and entertainment listings, school closings, etc. It allows a host to quickly submit items for broadcast locally. Development of this project was handed over to Tony, Gary, and Dexter.

b. **Training:**

- i. Don reviewed comments about his recent revisions to the written Host test.

c. **Tech:**

- i. Tony advises that people use batteries for the Marantz until a new power supply is ordered. Tony agreed to order the power supply with a budget of \$36-\$40.
- ii. Someone will ask Luise Light if she has the power supply that has gone missing.
- iii. The station needs to install two FM antennas on the roof that we should purchase. Budget: \$200.00. These will improve the performance of our EAS.

5. Annual Meeting – June 30th 4pm - Review:

- a. Next year have the meeting in a more trafficked location...further discussion about this to come.
- b. Dot recommended that next year we have the event in Vermont.
- c. It was commented that the event perhaps needed a “center” and this years was a bit disconnected, owing in part to the isolation of the beer area away from the food in the Town Hall.

6. Other Business

- a. URGENT - OLD HOME DAYS: It was strongly suggested by the Board that we set up and broadcast at Old Home Days in BF on August 3 & 4. Someone needs to be recruited to watch the gazebo, sell shirts, and answer questions. There is no Programming Committee meeting between now and then so action to pre-empt some shows on August 3 & 4 needs to be done outside of committee.
- b. FULL POWER LICENSE: Discussion of the worth of applying for a full-power license.
 - i. Increase in signal strength to get us firmly into Brattleboro and Keene.
 - ii. Tony projected \$10,000 cost of this change
 - iii. Ira proposed we would increase the directionality of our transmission in a northerly direction and minimize the risk of

complications from stations in Massachusetts. This would not lose anything in our current broadcast footprint.

- iv. Bob Ross agreed to research the possibilities for an initial judgment of feasibility before we pursue this further.

c. CHAMBER OF COMMERCE

- i. The Chamber of Commerce has offered to swap memberships with WOOL, making the station a member of the Chamber and vice versa. It was agreed unanimously that this is a good idea. Gary will pursue.
- ii. The Chamber of Commerce also offered to involve WOOL in a local program to auction artistic works based on a fiberglass sheep (much like the successful program with fiberglass cows some years ago.) Gary agreed to investigate this partnership further and report back to the Board.

7. Next Board Meeting Wednesday, August 8, 7pm

8. Motion to Adjourn Gary motioned, Bob seconded. Meeting adjourned at 9:10pm.