

**Board of Directors Meeting
20 February 2008 Minutes**

Meeting at 33 Bridge Street, Bellows Falls. In attendance: Tony Elliott, Dorothy Read, Bob Ross, Gary Smith, Tony Princiotti, Maya Costley, Jeff Starrat

- 1. Minutes of January 9, 2008:** Gary motioned to approve the minutes as presented. Tony Elliott seconded this motion. Motion passed unanimously.
- 2. Treasurer's Report and Analysis:** Bob motioned, Gary seconded to accept the Treasurer's report. Motion passed unanimously. Following the treasurer's report presentation there was general discussion of how to retain members. Among the options proposed were
 - a. the annual meeting
 - b. a newsletter once monthly to the entire membership.
- 3. Fundraising:** Fundraising discussion continued with a number of fundraising topics:
 - a. Movie and Event Ideas: Gary proposed a possible movie and Q&A with ex Red Sox player Bill Lee. The movie, "High and Outside" is a new documentary. Gary suggests showing the movie in conjunction with an exhibition game against the Brattleboro community station. Proposed date May 10-11. Gary will pursue the opportunity and report back at the next meeting. Gary recommends using this event to kick off sports coverage by WOOL either as currently being pursued by Don Malcom or also to cover games of the Saxtons River Pirates sponsored by the American Legion. Gary will pursue
 - b. Host Fees: The Programming Committee had a discussion at their last meeting about ways in which to stabilize and regulate the coming and goings of Program Hosts. One idea proposed at the committee is an increased "host fee" of \$25.00-\$100.00. Several board members expressed concern that this would be too expensive for some hosts. Gary presented a survey of hosts – the survey still incomplete – showing that all respondents would approve of a host fee. Bob suggested that volunteer service might be performed for the station in lieu of a host fee. Bob will make a list of these services and bring that list to the next board meeting.
 - c. Deposit:
 - i. Another suggestion from the Programming Committee was that a deposit be collected from each host and the station would hold that deposit until the host resigned from his or her show at which time the deposit would be returned. The board responded unfavorably to this suggestion though no vote was taken.
 - ii. Since the purpose of this deposit was to verify when a host had accepted or left his or her timeslot, another solution was proposed by Tony Elliott: the administrative assistant could monitor the Station Log and compare it to the program schedule. Hosts not signing the log will be called and the board notified of the results of this monitoring.
 - d. Advertisements for the Program Schedule: Ads for the spring printing of the program schedule will be required for printing the schedule by 3/16.
 - i. Gary presented the rates approved at the June 13, 2007 meeting of the board. These rates were approved again with the addition of a simple \$250 charge for a one-time advertisement of uniform size in the upcoming Programming Schedule.
 - ii. Gary will email the rate card to the board members.
 - iii. A list of local businesses was presented and board members present agreed to solicit ads from the following, respectively:

1. Tony Elliott: Chittenden Bank, Richard Insurance
 2. Bob Ross: Merchants Bank
 3. Dot Read: Cota and Cota, Galloway, Village Square Books
 4. Gary Smith: Fall Mountain Building Supply, Valley Real Estate, Flying Under Radar, Colonial Theater
 5. Tony Princiotti: Chroma Technologies
- e. Underwriting: The Colonial Theater in Keene has approached WOOL to offer some kind of underwriting for the station, most likely in the form of free tickets in exchange for on-air mentions & website mentions. A clear policy about this is not in place and Gary agreed to liaise with the Colonial to get a firm proposal before the next meeting.
- 4. Printing the Program Schedule:**
- a. The Programming Committee requests funds to print the Program Schedule for distribution on April 7, 2008.
 - b. Tony Elliott recommends printing 1200-1500 copies for widest distribution.
 - c. Gary will request an estimate from Village Printers.
 - d. Layout by Mary Lynch will cost \$250.00.
 - e. Everyone is asked to review the schedule for accuracy.
- 5. Public Service Announcements:** Discussion of public service announcement was tabled pending a meeting of the Programming Committee on March 5 that will specifically address the issue of PSAs. Discussion was had about the nature and allowable content of PSAs but no conclusions were made. Gary, representing the Programming Committee, asked board members to attend this meeting on March 5 where we could develop a more complete policy.
- 6. FCC Issues:**
- a. Gary presented findings from his discussions with Prometheus Radio Project about the best strategy for dealing with the MX'd application group in which GFCBC's application rests pending review by the FCC. Andy Gunn and Hannah Sassaman of Prometheus both recommend waiting for the FCC to rule and that no advance comments from GFCBC to the FCC about the other applicants are necessary before the official comment period.
 - b. Gary reported that the late filing fee issue still pending RE WOOL with the FCC has not been addressed by the FCC. A check in the amount of \$250 written in payment of the late fees remains uncashed. No further communication from the FCC.
- 7. Prometheus WOOL Tee Shirt Gift:** Gary asked the board to approve the gift of six tee shirts and stickers to the staff of Prometheus radio project for their efforts on behalf of WOOL. Tony Elliot moved this approved. Tony Princiotti seconded the motion. Motion passed unanimously.
- 8. Domain Name Renewal:** Tony Elliott announced the renewal of www.wool.fm for the sum of \$95 for the next year. There was no objection.
- 9. Other Business:**
- a. Bob Ross advocated scheduling the Annual Meeting earlier in the year this year. No action was taken in this regard.
- 10. Next Directors Meeting:** Wednesday, March 12, 2008. 7pm. 33 Bridge Street.
- 11. Motion To Adjourn:** Bob Ross motioned to adjourn. Tony Princiotti Seconded. Motion carried and the meeting was adjourned at 9:18pm and the Directors in attendance proceeded to the parking lot to see the lunar eclipse.