



Minutes of the Board of Directors

Wednesday, 20 October 2010 at 33 Bridge Street Bellows Falls

In attendance: Bob Ross, Bill Holtz, Maya Costley, Dickie Colo, Deb Wright, Justin Sterner, Dot Read, Gary Smith. **Notes taken by:** Gary Smith

1. The meeting was called to order on 7:25pm.

2. Meeting Minutes of 9/15/2010: Bob moved and Maya seconded that we accept the minutes of 9/15/2010 and that we amend the minutes to show the subsequent meeting date as 10/20/2010. The motion passed unanimously.

3. Financial Report [see attached]

4. Old Business:

a. Programming:

i. New shows?

1. The Board agreed to program the show "This Show Is So Gay" which comes to us from WVEW and host Ken Schneck. Podcasts of the show are available on the TSISG website at <http://thisshowissogay.com/?q=audio>

ii. Cancelled shows?

1. Wellspring Project: Rick Matthews has decided not to continue his show, "The Wellspring Project," and has advised us that church officials may contact us in an effort to continue the show. After some discussion the Board decided that all hosts must go through the same training and approval process and that shows cannot be passed from one host to another.
2. Don Malcolm is on hiatus from his Sunday show. Will return in a month or so.
3. Random Fandom is on hiatus until automation is set up for them.

iii. Discussion of Vermont Folklife Program. Further to our discussion at the board meeting, Kristen and Gary drove up to Middlebury to meet with the people at the Vermont Folklife Center. They have a fair amount of material to offer us for shows. Kristen will be putting together short segments built around the Womanspeak series from the Vermont Folklife Center.

b. Training: New Trainees?

- i. Mark Piepkorn - continuing his training with Dickie Colo
- ii. Julio Raquin - Jeff Starratt will train Julio during his own show on Fridays.

c. Fall/Winter Fundraising:

i. **Radioke:**

1. Posters were put up and press releases sent. Gary reports that the vibe in the area is good for a successful set of events.

2. Harvest Moon is signed on for the catering.
- ii. **Silent Auction:**
 1. Board advised by Gary that press release needs to be written and distributed. Hosts and members must be contacted shortly to ensure a successful event. Deb is collecting items from area merchants.
 2. A list of items collected is being assembled by Dot who will send it to Bob.
 - iii. **Jason Purdy Magic Show Cancelled:** Per Don Malcolm, the show is cancelled. Gary cancelled the Opera House reservation.
 - iv. **Other Fundraising Events:** General discussion of other fundraising events to schedule in winter:
 1. In 2011, Mardi Gras party will be on March 8th.
 2. Board members are asked to come up with two fundraising ideas each by the next board meeting.
- d. Membership Drive: Renewals have been arriving at a decent pace with more than 40 received to date. Many of these are sustaining members. Another notice for renewal will go out in December, as usual.
 - e. Cleanup Day: This was very effective and we got quite a bit done. The station is much more open and we collected and noted the items that will be put up for the Silent Auction.
 - f. NFCB: We have been accepted as members of the National Federation of Community Broadcasters.
 - g. Black Sheep Radio Trademark: We've determined the two classes of service in which we should secure our trademark and will choose one of these shortly. A fund of \$300.00 has been approved by the board in July for securing this trademark.
 - h. Audio Documentary Contest: Press release went out to some outlets on 10/14. A list of college media outlets is being compiled for press releases the week of the board meeting. There are a few people definitely submitting pieces who have come forward so far.
 - i. PTFP Grant: Not much progress on the grant application but Kristen and Gary are compiling information. Jeff Starratt volunteered to help, as well.
 - i. We need to think about where the matching funds will come from. PTFP, even if we can get one, will only cover 75% of the total budget. If we are looking for \$50,000, we'll need to find \$12,500 not from Federal sources. Gary proposes starting a savings account and tucking money away for this ear-marking. No decision was made by the Board in this regard.
 - ii. We'll need some help putting together a good set of letters from other community and municipal organizations with whom we work to support our application. Choosing the most relevant and appropriate organizations is key: Social Services, Schools, Cultural Institutions, Government, Chamber of Commerce.

5. New Business:

- a. Stanton CD players: Dickie had area audio guru Matt Mattoe repair some of the machines and he will repair another one if we purchase two drives. Then we'll have three functioning CD players. Dickie requests WOOL promo materials be offered as payment to Matt. Board concurs.
- b. Turntables: In light of the above, Bob moved and Bill seconded that we revise our budget to purchase a new turntable for an amount up to \$200.00 and that Dickie Colo select this turntable and make the purchase.
- c. FCC:
 - i. Construction Permit press release went out and we received good media attention in the Reformer and the VT Commons.
- d. Merchandise: Knit hats have arrived and are being shipped to sustaining members and are now for sale on the web store.
- e. Liquor License: Gary notes that, in light of the difficulty of securing regular catering at WOOL events, GFCBC should consider the opportunities embodied in getting our own license. Though no decision was made, it was suggested that we see how the Radioke events run and learn from that what the reality of alcohol sales will be for WOOL before making a decision to pursue a license of our own.
- f. Facebook & Website:
 - i. A redesign of the website and a push to build our social network has resulted in substantial progress. Since the re-design, our web traffic has increased by nearly 200%.
 - ii. We also have been getting quite a bit of traffic from Dagan Selway-Broad's listeners.
 - iii. Group members have grown from 124 to 204 in just six days.
 - iv. Please have everyone you know "friend" our Facebook page at <http://www.facebook.com/#!/group.php?gid=42789476202>
- g. WOOL Blogs: Gary sent a note to directors and hosts about participating in blogging on the WOOL website and there was a fair amount of willingness to participate, including positive feedback from Don Malcolm, Charlie Brady, Jeff Weiler, Alan D'Amico, Bruce Sterling, Paul Clipper, and Jeff Starratt. The note is attached in case there wasn't time to read it.

6. Other Business?

- a. Bob notes that he can get embroidered shirts for \$3.00 each.
- b. Dickie mentions that Mo Ambesa and Jatoba, two musical artists, have offer to do some fundraising events for WOOL. Dickie will pursue possibilities.
- c. The Board asks Kristen to order a small supply of the WOOL logo embroidered pathes for use on other items including shirts, etc. Kristen should obtain price and propose a number of patches to order.

7. Next Meeting: The second Wednesday in November is the 10th. This is the next scheduled meeting date. Gary asks that Board members inform him early of inability to attend so that we are sure, in advance, that we'll have a quorum.

8. Motion To Adjourn: Dot moves, Deb seconds a motion to adjourn which is approved unanimously at 8:50pm.

Great Falls Community Broadcasting Company

Transactions September 2010

Date	Payee / Deposit	Withdrawal	Deposit	Balance
		<i>Opening Balance</i>		\$ 3,029.58
9/1/10	Deposit		\$ 615.00	\$ 3,644.58
9/2/10	Deposit		\$ 160.00	\$ 3,804.58
9/3/10	Village Printer	\$ 95.00		\$ 3,709.58
9/7/10	Kristen Fehrenbach	\$ 180.00		\$ 3,529.58
9/9/10			\$ 550.00	\$ 4,079.58
9/9/10	USPS	\$ 176.00		\$ 3,903.58
9/13/10	Kristen Fehrenbach	\$ 180.00		\$ 3,723.58
9/13/10	Kristen Fehrenbach [Reimb]	\$ 46.60		\$ 3,676.98
9/14/10			\$ 194.00	\$ 3,870.98
9/15/10	The Hartford Insurance	\$ 325.30		\$ 3,545.68
9/16/10			\$ 365.77	\$ 3,911.45
9/16/10	Pacifica	\$ 100.00		\$ 3,811.45
9/20/10	Kristen Fehrenbach	\$ 180.00		\$ 3,631.45
9/21/10			\$ 920.60	\$ 4,552.05
9/22/10	Comcast	\$ 337.66		\$ 4,214.39
9/22/10	Sovernet	\$ 42.64		\$ 4,171.75
9/23/10			\$ 220.00	\$ 4,391.75
9/23/10	Village Printer	\$ 57.50		\$ 4,334.25
9/27/10	Kristen Fehrenbach	\$ 180.00		\$ 4,154.25
9/30/10	NFCB [dues]	\$ 200.00		\$ 3,954.25
9/30/10	Gary Smith [Reimb Cln Food]	\$ 107.41		\$ 3,846.84
9/30/10	Gary Smith [Reimb Memory]	\$ 53.92		\$ 3,792.92
		Ending Balance		\$ 3,792.92