

April 10, 2013

WOOL FM Board of Directors Meeting

In attendance: Bill Holtz, Mark Piepkorn, Gary Smith, Bruce Sterling, Mary Blank, Dickie Colo, and Cheryl Gay Sherwin.

Absent: Mark Kenney, Bob Ross, Dot Read

Bill Holtz called the meeting to order 7:11 PM

Minutes from the March Board Meeting were reviewed and with some spelling corrections, Mark P. made a motion, Bruce seconded to accept. All were in favor to accept March meeting minutes. Bruce commented that he is still not receiving PayPal payments, Mark P said that there have been no Pay Pal payments received in the past month.

Comments and updates to March's meeting:

Mark P said that the redesign on the website continues.

The new PC3 is in the building.

The ladies' WOOL-FM t-shirts are not in, but the order is in process. They have not yet billed us.

Radioke-- we made approximately \$1400. Feedback is that people prefer the 33 Bridge Street setting. Bill said that he responded to those people by telling them that we either have it at Popolo or we don't have it due to sound system issues and liquor license issues. At 33 Bridge we need to buy the bar inventory and hire licensed bartenders. For future Radiokes, we should formulate a Radioke How-To List.

### Financials

At this point in time, we have enough money in the bank to cover bills for approximately four months and no new revenue stream is coming in. We have host fees due this

summer, the Block Party in August, and the silent auction in the fall. The Samirah Evans concert made approximately \$100 for WOOL.

(Gary arrived, 8:04)

Regarding fundraising , what can we have for upcoming events? We need to discuss. Cheryl to send an email to hosts and board to schedule another Sunday potluck on May 19 to brainstorm for fundraising. At the potluck we can also discuss the block party and the Kickstarter campaign. We can ask everyone to bring a list of viable companies who may be willing to pay for underwriting.

Mary will approach companies regarding \$1000 donations.

Annual meeting is set for June 30, 2013 at 33 Bridge Street.

Discussion followed regarding Facebook usage (Group vs. Page). No decisions were made.

Discussion regarding Mark P. pulling waaaaaaay back followed. Mark will put into writing directions for things such as underwriting airing at certain times in automation. There will need to be a transition phase where he teaches people what needs to be done. Mark mentioned that he has started training Bruce in taking on the automation programming. As Mark told the board, it's lots of little things that need addressing as they pop up. It is deferred maintenance that may continue to be just that. Mark will make a list of things that need fixing and notes on how things work. If Mark was to make a list of the three biggest things that need addressing: 1) website. 2) Kickstarter Campaign, 3) full power; his top three on the technical list: 1) EAS to Encoder, 2) RadioActivity, 3) fixing console connections. Mark will make a list of what he can do and a list of what else needs to be done.

Gary noted that the Manual for Training is outdated.

Gary stated that Ira Wilner is a member who works for local radio stations. He is a professional technical radio-station guy and we could hire him to fix things as needed.

Mary updated us on her Seven to Save project. She has spoken to Dutch Walsh regarding the Vilas Bridge; he is willing to be interviewed. She is hoping to do moments in history called, "Rockinghistory."

Bill made a motion to adjourn the meeting, Mary seconded, all were in favor. Meeting adjourned at 9:32 PM.