

## WOOL-FM Board of Directors Meeting

September 10, 2014

Present: Bill Holtz, Melissa Brown, Dickie Colo, Cheryl Gay Sherwin, Patrick Matteau, Mark Piepkorn, Gary Smith, Bruce Sterling. Absent: Rick Anderson, Mary Blank, Julio Razquin.

Bill called the meeting to order at 6:17.

### APPROVAL OF MINUTES

Meeting minutes of 8/13/14 were reviewed. Gary moved to accept minutes, Patrick seconded. Motion passed unanimously with Cheryl abstaining.

### TREASURER'S REPORT

Treasurer's report was reviewed. Gary moved to accept Treasurer's Report, Dickie seconded; motion passed unanimously.

### BILLY BRAGG:

No permission yet to sell WOOL-FM merchandise, so we will not plan on it. Gary has contacted WOOL people with a time table in supporting the Billy Bragg concert in various contexts.

### ADMIN AND TECH SUPPORT:

--FM Transmission has been "hiccuppy." It appears to be worse during high internet use; the web transmission is fine, the FM is the problem. The station has been contacted by listeners about it. The signal leaves 33 Bridge, one signal goes to Sovernet, the other to Comcast, the problem could be anywhere in the chain. Bill will try to contact Shawn at Comcast about it. Bill suggested that at some point, we need to consider a replacement for the server on the mountain. Bill will take Patrick and do a "reconnaissance" mission on the mountain, to check out the server. Gary reminded everyone that we need to consider it's time to buy a studio-to-transmitter link; unfortunately its price tag is thousands of dollars. Gary also mentioned the fact that WOOL needs a decoder, as well.

--Posted Business Hours: Hours are now posted on the door; hosts have not yet been officially notified. Mark will send an email to the Host List and post to the white board about it. Discussion followed about hosts who feel safe (or not) alone in the building. A flashing doorbell was considered with our studio phone number posted outside, so that hosts can lock the door but be available to the FCC should they arrive at the door. Melissa has one we can borrow; Patrick will also look into what one would entail and cost. Gary looked it up online and found one for approximately \$33.00.

--EAS versus Dump Box: Marked move to normally bypass the EAS, Gary seconded/ motion passed unanimously.

#### PROGRAMMING:

--On Air Messaging: Mark has sent an email regarding a campaign to talk about what WOOL is, asking listeners to join, thanking listeners for listening/supporting, etc. He asked the Board to review his email.

--On Air Policies: the Board should review them and trainers should be sure that new trainees review and sign them.

--Rita, another tenant in the building has expressed an interest in having a show.

#### EXPANDING OUR REACH:

Gary contacted the Eagle Times. Jim Freeland sent Gary all the information for the local news reports for WOOL, but nothing more. To be continued....

#### PUBLICITY AND BRANDING

--Each Board member took at least five posters to put up in various places.

--Membership email group:

--We need to put something on the website (upcoming WOOL events, etc)

--Put something on the air

--Someone to be in charge of a newsletter that can go out via email, suggested group is Mary, Melissa and Cheryl

--Melissa volunteered to maintain the database.

--New t-shirts: we still would like to have more money in the bank before ordering any new merchandise. Melissa will check with B's Tees for comparison of 50, 100 and 200 shirts.

-- Dickie plans to have his bio done by the next Board meeting.

--Thank you notes for the Block Part will be done soon to be hand-delivered b Board members.

--Silent Auction: Cheryl read Mary's update. Gary will design a new poster.

--Pete Weiss has offered a day at his studio with him as the engineer and Patrick as his assistant. This is worth \$500. Pete would like to put date conditions on it.

--Patrick will donate hot sauce.

--FACT TV did live, on-the-air auctions. Cheryl to ask how they got such big ticket items and a list of donors.

#### UNDERWRITING

Gary moved that we accept Mark's proposal for restructuring the underwriting arrangements, Cheryl seconded; motion passed unanimously. Patrick asked if we are chopping our rates, the answer is yes.

#### MEMBERSHIP RENEWAL

Gary can write up the letter. October will be our target base. Gary will need an updated database as of September 1<sup>st</sup>.

#### NEW BUSINESS

--WOOL benefit: Beatles covers by various bands on November 29 at Mole Hill in Gilsum. But WOOL needs to organize this. ASCAP legalities? There is an exemption for benefits.

--Gary has three center, front-row seats at Billy Bragg. He will try to sell them for \$110, with \$55 of each going to WOOL, if they sell.

Gary motioned to end the meeting, Pat seconded; motion passed unanimously. The meeting ended at 8:11 PM.

Respectfully submitted,

Cheryl A. Gay Sherwin