

## **Wool FM Annual Membership Meeting**

**June 28, 2015**

Bill welcomed everyone and called the meeting to order at 3:18 PM.

Minutes from 2014's annual meeting were reviewed. Gary made a motion to accept, Rick Anderson seconded. Motion passed unanimously.

Introductions were made.

### **Treasurer's report**

Mary, as acting Treasurer in Tracy's absence presented the treasurer's report. Chris Sherwin moved to accept treasurers report, Ellen Lawrence seconded; motion passed unanimously. The year's income and expenses were reviewed. Discussion followed regarding the different bank accounts: Operating Expenses fund, PayPal, Reserved Funds (Recurring Loan Fund and Stipend account for \$25 stipend for guests appearing on shows).

Gary explained that Flying Under Radar offered \$1000 matching grant funding; we matched it plus \$400. This will be used to pay the interest and principal for the year and will be paid up until November 2016. The town of Rockingham loan is \$24,000. Mary suggested the cost of operation after donations in kind and facility cost and conductivity underwriting equal approximately \$20,670 annually. We need to raise \$21,000 each year.

### **Tech report**

Bill thanked Mark P. for all of his volunteer hours and expertise in keeping us on the air. Bill went on to explain that the tower initially was owned by Adelphia, and now Comcast. We don't own the tower, we rent space on it. Comcast has granted us access to the building at the tower with access cards so that are designated team can address problems if the signal goes down.

Most of our equipment is old. We do have some donors who step up and donate equipment when needed. We are still hoping for better financial standing in order to have more reliable equipment in future. Some equipment upgrades have been donated by a member. These include boom arms, shock mounts, pop filters, two antennae for the Emergency Alert System, and a purpose-made decoder.

## **Programming report**

Dickie stated that Mark P. is the de facto program director. Mark puts shows on the air after running them by the Board. Currently it's mostly talk radio from midnight to noon and mostly music from noon to midnight. New local programming was reviewed. Bill noted that he loves the diversity we provide to our community that would only be available through the Internet, if not for WOOL.

DJ RF mentioned being interested in doing a radio play. He asked anyone who is interested to email and he will send the script.

Bruce mentioned that he really enjoys many of the syndicated programs.

## **Membership report**

Mary reported that 37% of our income comes from membership:

2% are student memberships at \$10

10% our senior memberships at \$10

30% are sustaining memberships at \$100

58% are regular memberships at \$25

Discussion followed on how to increase membership. Suggestions included discounts at businesses for members showing a WOOL card, like the Popolo discount. Mary suggested we mention on the air that where membership driven/supported/dependent. DJ RF suggested we use the fact that we have a larger footprint now. Chris Sherwin suggested we promote members helping out at the station. Edward Cooney–Moore wondered how many people in towns we cover know that we are the largest independent community radio station in the Northeast. Gary wondered how we make them know how to find us. Gary asked everyone how many minutes a day each listens to the radio. Answers ranged from 30 minutes to eight hours.

## **Old Business**

**Survey** - discussion followed whether a survey should be completed. Someone suggested a poster campaign would be better than the information we would get from the survey and question how accurate the survey information would be. Pat Fowler suggested we change our posters too late in half by 11. Susan suggested we focus on the listenership and the membership will follow. Someone suggested we hand out little WOOL slips at recycle centers and farmers markets. Ginger suggested we put the programming guide out and provide a visual of what we offer and the diversity of our shows.

## **Election of Directors**

Current Board of Directors consists of Gary Smith, Bill Holtz, Mark Piepkorn, Dickie Colo, Mary Blank, Bruce Sterling, Melissa Berry Brown, Patrick Matteau, Ginger Driscoll, Tracy Klonowski, and Cheryl Gay Sherwin. Bill is the president, Bruce is the vice president, Tracy is the treasurer, and Cheryl is the secretary. Cheryl nominated Ginger Driscoll; Ginger accepted. Chris Sherwin moved that we accept the new slate of directors, Pat Fowler seconded; there were no objections. Gary stated it is the secretary's job to cast one vote for the new slate of directors:

Melissa Berry Brown

Mary Blank

Dickie Colo

Ginger Driscoll

Cheryl Gay Sherwin

Bill Holtz

Tracy Klonowski

Patrick Matteau

Mark Piepkorn

Gary Smith

Bruce Sterling

Cheryl, as acting secretary cast one vote for the new slate of Board of Directors.

## **New Business**

**Equipment upgrades** - Mark will publish a wish list on the website which will currently include these top three most important items:

-phone system

-UPS (Uninterrupted Power Supply, which we need, no matter what.)

-Additional mountaintop equipment

Gary and Bill invited everyone to come to the monthly Board meetings.

Cheryl moved to adjourn the meeting, Chris seconded. Motion passed unanimously; meeting adjourned at 4:55 PM.

Respectfully submitted,

Cheryl A. Gay Sherwin

