

**WOOL Board of Directors Meeting**  
**Great Falls Community Broadcasting Company**  
33 Bridge Street Bellows Falls VT 05101  
Wednesday, 8 March 2023  
6:24 – 7:59 pm  
MINUTES

**Attendance:** Bruce Sterling, Melissa Brown, Don Dawson, John McCann, Tony Elliott (Acting Treasurer)  
Skye Payne (minutes)  
**Absent:** Martin Royle, Tom Weiss  
**Hosts:** Evan Parks

**1. REVIEW MINUTES from FEBRUARY 2023** (*Skye*)

**MOTION:** Melissa moved to approve the February minutes as written. Don seconded. Passed unanimously.

**2. TREASURER'S REPORT** (*Tony*)

- John asked about transactions such as BMI and Spin-A-Tron that needed to be paid got approved through email agreement – Board agreed there is no need to discuss the routine bills related to running the station
- John will scan bills to Tony to pay – one has a slight late payment fee
- Bruce has sent list of everyone who has donated to the Gary Memorial Fund and Tony is checking it against QuikBooks to make sure everything matches –
- Bruce is working on thank you notes for these donations using a nice note format Gary had developed – will scan the sample to send to Don for producing more through Vista Print

**MOTION:** Don moved to accept Treasurer's Report as presented. Melissa seconded. Passed unanimously.

**3. ADMIN & TECH SUPPORT** (*Don & Martin*)

- WOOL mail & voice mail – Bruce reported checks have come in for Gary Memorial Fund
- WOOL Website on new server (*Bruce*)
  - BlackSheepRadio.com = domain; GreenGeeks = server → so far speedier and does not time out
  - Debugging still going on by Daniel – working to make things easier to navigate by users
    - Skye will test posting of minutes this month and contact Tony or John if there is a problem
    - Create a site map on paper for different aspects such as payment types and options, having a merchandising site, *Now Playing* button, forms that can filled out online (jot form) etc.
    - John will start pulling together a subcommittee of hosts and board members to pursue these ideas
- Google groups and email addresses
  - Tony suggested creating WOOL NEWS group that emails could go to so all gathered in one spot
  - Create a PSA or archive as needed - no responses are needed to these, which website states
  - Emails will become PSA or be deleted or be redirected – Tony will send the Board contact information
- Feedback emails, Mid-River Bulletin Board (MRBB) updates
  - Feedback is coming in – Tony said he is seeing legacy email addresses and trying to sift them out –
  - Suggest using [News@BlackSheepRadio.org](mailto:News@BlackSheepRadio.org) as email for the incoming information – some are bulk emails
  - A lot of the feedback has been from folks promoting their music and that is separate issue for later
  - Music comes in from all over and someone needs to curate it – Mark Edson will do some
  - Takes time to decide whether to keep, what genre it fits to, etc.

- Check with hosts to see who's interested in dealing with MRBB – timeliness of postings is important
- Sometimes 20 per day emails, but not all relevant to the MRBB – Tony will stick with it for now
- Emergency Alert System (EAS) update
  - VAB EAS Training completed by Bruce and Evan
  - FCC ETRS /EAS Form 1 was filed 27 February 2023 so now registered with FCC with correct stations we are monitoring – everything as good as it has ever been right now
  - Integrated Public Alert Warning System (IPAWS) – system for how messages come into EAS – there is a short version and a longer message with more information – system will forward longer message
  - Bruce dealing with email that said a message went out with invalid signature
- Internet services
  - Fidium Fiber install to be finalized March 10<sup>th</sup>
  - New phone number is being used, but keeping old and forwarding calls to new number for a time
  - Bruce picks up voicemails, but also want them to go into Google group so back-up person could answer
  - Bruce will be single gate-keeper as traffic is manageable right now –
    - Could have phone at [BorderPete@BlackSheepRadio.org](mailto:BorderPete@BlackSheepRadio.org) to funnel into Google group with Border Pete overseeing it right now
    - But others being able to have access if needed and if directed by Border Pete
- Web camera for the mountain has arrived and Evan will hook it up -
  - wants security software to record someone entering the hut –
  - suggested *iSPY* which is free, open source, and secure – has good communication
  - but Evan will do some more scouting out of options and tech support and having help with getting the software going – Board trusts his judgment on following up with this
- BMI Financial report – nothing since 2015, but asking for update for 2021 on
  - John said that he has to submit information to them regarding how many people are going to website to stream (has info from December that will be sent) but
  - Still trying to figure out the right information to use so we do not get an unexpectedly large bill increase
  - Has to submit in April for first quarter
  - This makes it really important for hosts to be sure to put in their playlists – have to stop and start the Automation or else it will report incorrect information

#### 4. MARKETING (*Don and Martin*)

- 2023 WOOL Membership Drive in March –
  - 2 letters have been developed →renewing members and cold call for new members – Martin helping with mail merge and Melissa can also help - Don will follow-up with Martin
  - Figure about 400 cold call letters and 150 members – want to hand address and personal notes on the letter if someone knows them
- New marketing proposals – need suggestion for another interview for next Newsletter –
  - Evan suggested two different folks who have opened recording studios
  - Also discussed options of owners of music stores in the area
- Membership update for 2023 – 41 renewed members so far
- Underwriting update (*Don*) –
  - sent out a bunch but no success yet –
  - keeping list of current underwriters updated → one expired June 2022 and one in February 2023
- Evan will present about WOOL at Chester Library May 19<sup>th</sup> Penny University
- Chester Fall Festival application is overdue already and has \$50 fee
- Form 990N has been filed – Tony will send to Evan
- Tony reported on a number of other forms or reports that have been filed so all is current

**MOTION:** Don moved to approve reimbursing Evan for the \$50 fee for the Chester Fall Festival. Melissa seconded. Passed unanimously.

**5. PROGRAMMING**

- New hosts /shows (*John*)
  - Sent email to one and called one tonight but not heard back yet
  - Evan moving slot to earlier on Friday
- Recording new PSAs during Lick'n'Stick for Membership Drive
- Issues with hosts and Spin-A-Tron → only one host is still missing and John will follow-up with him as he does not respond to emails

**6. NEW BUSINESS**

- Filed Form 990N with IRS – due May 15<sup>th</sup> (or \$10,000 fine)
- Registered Agent Change with VT Secretary of State
- Business /Non-Profit Annual Report to VT Secretary of State has been filed
- FM web address registration for WOOL.FM

**7. ADJOURN**

<b>MOTION:</b> Don moved to adjourn. John seconded. Passed unanimously.
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**NEXT MEETING: 6:00 pm, Wednesday, 12 April 2023**