

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 10 May 2023
6:10 – 7:46 pm
MINUTES

Attendance (via ZOOM): Bruce Sterling, Don Dawson, John McCann, Martin Royle, Tony Elliott (Acting Treasurer),
Skye Payne (minutes)
Absent: Melissa Brown,
Hosts: RF

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

MOTION: John moved to approve April minutes with corrections. Don seconded. Passed unanimously.

2. TREASURER'S REPORT (*Tony*)

MOTION: Don moved to accept Treasurer's Report. Martin seconded. Passed unanimously.

3. ADMIN & TECH SUPPORT

- WOOL mail and voice mail (*Bruce*)
 - Not much that was pertinent – some sales
 - Checks still coming in for renewals – doing well
 - Tony, Bruce, and John are the only 3 on the main email right now – Bruce handles it
- Studio tech update (*Evan*)
 - Battery back-up unit donated and Evan is checking it out – may need some new batteries
 - Might need an electrician to adjust the wiring – Evan is on it
 - Board approved purchase of batteries and Evan will confirm cost with Tony
 - Board expressed thanks to Evan for his exemplary work!
- WOOL website done gone live! (*Tony, John*)
 - Daniel has really pulled this together!
 - Merchandise sales on website are a work in progress –
 - Need photos – don offered to handle that
 - Need to tweak buying to know when it goes into PayPal what it was for
 - Need to order more merchandise - Tony has tried to find where stickers were ordered from but not found yet
 - John can set it up to keep running tally of how much merchandise is on hand
 - There are some spots that need the new phone number and John will change, but in Public file not able to so far – FCC needs to make the change
 - Need to update the number with other businesses WOOL deals with
 - Some clarification of levels of membership needed on the site – but working well and looks nice
- Fidium Fiber done gone live! (*John*) – and kudos to John for dealing with them!
- Comcast has all their equipment back so now billing should stop
- Fidium has had a router returned and waiting to see if credit will be issued – Tony ready go to bat for it
- Gary's estate donated a mixer to the studio
- Have letters from members with comments about WOOL – will scan and put some on website

4. **MARKETING**

- 2023 WOOL Cold Call Membership Drive - Melissa thinks she will get materials to studio by Friday
- Newsletter is getting pulled together and soon ready to go out (*Don, Martin*)
- Underwriting update (*Don*)
 - Has reached out to all underwriters now
 - Tim R. said he has paid but not showed up yet, so Bruce will follow up
 - One underwriter has withdrawn but wants to talk with WOOL, so Bruce will follow up
 - Bruce to follow up with Jessica R., too, to see if she wants to continue
 - Some may need messages freshened up, so John will reach out to them
- Discussion of any new marketing proposals
 - Evan will be at community event next week at Whiting Library in Chester - Everybody will have a chance to record an ID ;-)
 - Orchard Hill Bakery pizza event – Bruce will follow up

5. **PROGRAMMING**

- New hosts: John Yake is new host – *Metal till Midnight* – 11pm for 1 hour – not trained yet
 - Wants Saturday but have just put *Flower Power* in there – maybe replace 1 hour of that show
 - Maybe on Friday after *Dead Air*? John will check with him on other choices or do Saturday slot
- Recording new PSAs – Evan has some ready to go; Don's nephew also available
- Issues with hosts
 - Working with Mattie on upgrading her show technically
 - Ginger not yet in contact but John working on it – not doing a show anymore? Thurs at 9pm
 - Don T also being followed up by John on Spin-A-Tron issue
- Gary Rock Block Show (*Martin*) – still gathering up media – no audio of Gary seems to be available

6. **MEMBERSHIP REPORT** (*Bruce*)

- Some clarification of levels of membership needed on the site – but working well and looks nice
- Membership update (*Bruce*) - 104 members paid up now – last year in October had 145 total
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 - 104 members paid up now – last year in October had 145 total, but expecting more to come in
 - Evan at community event next week – at Whiting Library in Chester
 - Everybody will have a chance to record an ID ;-)

7. **NEW BUSINESS**

- MRBB needs someone to manage it
 - Don is willing to take it on if he can pass off Underwriting
 - Evan is willing to handle underwriting since he is already recording the messages (and dating them)
- Gary Smith Memorial Fund now at \$10,312.00 (*Bruce*)
- Block Party not doable this year but John is interested in taking it on for August 2024
- Board voted to suspend COVID rules until any future need may require them again – Bruce will inform all

MOTION: John moved to suspend COVID rules in the station. Don seconded. Passed unanimously.

8. **ADJOURN**

MOTION: Don moved to adjourn. John seconded. Passed unanimously.

NEXT MEETING: 6:00 pm, Wednesday, 14 June 2023