

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Monday, 18 September 2023
5:12 – 7:07 pm
MINUTES

Attendance: Bruce Sterling, Melissa Brown Don Dawson, Evan Parks, Erin Petrie, John McCann, Skye Payne (minutes)
Hosts/Guests: RF, Eric Kallio, Evan Parks
Absent: Tony Elliott (Acting Treasurer)

1. REVIEW MINUTES from AUGUST 2023

MOTION: Don moved to approve August minutes as presented. Melissa seconded. Passed unanimously.

2. TREASURER'S REPORT (*documents supplied by Tony; see Attachment*)

MOTION: Evan moved to accept Treasurer's Report as presented. Erin seconded. Passed unanimously.

3. ADMIN & TECH SUPPORT

- Studio tech update - Evan
 - Some lightning damage on the mountain from the recent storm – digital audio conversion failed but work around was created using analog audio
 - Will have to take equipment up to the mountain to test transmitter for damage – if it was damaged, not sure we can get parts to fix it given how outdated it is
 - Recommending purchase of new BricLink (\$1800) to replace the damaged unit, but Evan recommends having a second unit as back-up in case this kind of storm damage happens again as well as buffering in brown outs – “this would make sure our equipment is more likely to survive”
 - Insurance should cover cost of everything but the \$250 deductible
 - We are approving 2 UPS units for #3353.64, which Tony has put on his credit card, so he will need to be reimbursed
 - Comcast seems to own the generator, though no one but us has signed log book for 2 years and alarm still not cleared for 2 years. . .hmmm?! - no one seems to maintain it nor can we tap into it because would need technician and permission
 - Tower and building are grounded, but not sure that our equipment is – should be checked out further
 - Thank you to Erin for bringing in personal UPS unit for protection!
 - Automation machine crashed because update came through and when it came back on, it could not find link to get to data –
 - WINDOWS may update the driver but ProStudio may then lose the GUID #
 - This potentially could happen every 2 years, but now know how to fix it
- WOOL email /voicemail report
 - Don received email from someone asking about WOOL hooking up to ALEXA but not really sure what it is about –
 - question raised about getting sucked into Amazon maw . . .no further follow-up
 - Not much email/voicemail to report on
- John working with GPodder compared to Juice –

- Using his own show to experiment – found part pulled from one and part of the show from the other and no idea why – so many intricacies!
- Will continue to work with it – need to make sure it really works so no one's show is not played
- Both are free services but want to get away from Juice because not supported
- Issues logs
 - Skye reported that the logs are uploaded regularly as required, but only hear from about 4-5 hosts
 - Logs are uploaded quarterly by the middle of the month after the end of the quarter – so next upload is mid-October
 - Maybe let flock know clearly what the requirement is?
 - Bruce said that FCC requires issue logs, but not the way we do it – FCC wants the Board to decide what the pertinent issues are for our community then show how our programming is fulfilling that
 - Gary maintained we are a local radio station and should take a couple minutes to talk about local issues in our programs – there were no predefined issues to be addressed – this is the model we have been following
 - We are not programming shows to address specific issues – Skye said the logs all seem to be pertinent and especially pertinent in the moment so these issues are helpful to the community
 - May need to make it a monthly requirement rather than a yearly requirement to get more timely contributions from all hosts – shorter time scale makes it easier to hold folks accountable or provide help if needed
- Maybe arrange a Host meeting to get together and talk about various issues –
 - Have not done this since COVID, and used to do it once a year
 - We could then ask the hosts about the issues and what their suggestions are for how to address them or what the Board can do better
 - Also need hosts to understand that they need to respond to email questions from the Board – or does the Board need to consider text? Some other media?
 - An agenda for a host gathering will be developed and some times planned for → more to follow next week from Evan and Don
 - Evan thinks periodic reminder on the rules should be sent out to hosts
 - Need to address various requirements (Spin-A-Tron, Issue Logs, volunteer hours outside just doing a show)

4. MARKETING

- 2023 WOOL Cold Call Membership Drive & Membership update
 - 1 new sustaining membership and 5 or 6 returned as undeliverable in response to Cold Call Drive
 - The sustaining membership was actually from James & James, so will get back to them about maybe adding to their contribution to become underwriter
 - New Popolo owner has been talked to about being interviewed for newsletter – Evan would like to talk with her about being underwriter – need to be clear that she cannot use the station for advertising
 - Currently have 139 members
 - Maybe put small ad in *Commons* or *Westminster Gazette* to encourage memberships . . . ? Don will look into it
- Chester Fall Festival
 - Not as good a sale as last year, but did raise \$404 worth, though last year about \$1000
 - Evan thinks giving away buttons and stickers last year lubricated things – do that again next year
 - Don also thought lower level of attendance this year particularly as Saturday was not such a nice day
 - Maybe have bucket to put in name and email address then periodically announce name for a winning
 - Evan wants to get kiosk closer to Information Booth as being a better location
 - Evan is trying to get town to move the stage to a better location for year round
 - Lots of positive feedback from listeners and how much they enjoy the station
 - People want different colors of T-shirts, kid sizes, and option for paying with credit card – Venmo? Zelle?

- Merchandise
 - Hats selling OK
 - T-shirts may need to be offered in new colors to heighten interest – does not need Board action
 - Need contact information to know how color affects price – Bruce indicated biggest issue is changing the ink color not the shirt color – same price if ink stays the same regardless of shirt background color
 - Popular colors are heather gray, navy blue, red . . . Let's get some in different colors & see how they go
 - Erin suggested doing something with the logo itself – Bruce said the company can adjust logo size – there was discussion of changing the logo to rainbow or other kinds of settings . . .contest?
 - Evan noted that people like image on the front and words on the back
 - Don asked whether we have a slogan . . .
 - What about bucket hats?
 - Let's ask the flock for suggestions! Put a survey in the newsletter . . .
- New marketing proposals
 - Silent auction? → December 11th is tentative date
 - Focus on gift cards which also allows for contact with local businesses and could lead to more underwriters
 - Businesses would donate GC as opportunity to be associated with WOOL
 - Took Evan 4 weeks to go from town to town contacting businesses for donations last year
 - Get GC from business, then pic of it up on the website auction listing
 - WestWest Fair worked with a new service ("32auctions") that set everything up for online auction – could WOOL? → Don will follow-up on that and send hosts email about it
- Charlie Jarris asked about social media presence and would we like him to help with that – fee? Volunteer?
 - He has a show on FacTV
 - Regarding social media → Don: "Can't be in it for a penny; need to be in it for a pound."
 - If he is looking for a volunteer situation, then he can present a proposal which the Board will consider

5. PROGRAMMING

- New hosts or shows in the queue
 - John Yake – got COVID so could not finish training tonight but still in progress
 - Rana Williams – hoping to finish up in October
- Host problems with Spin-A-Tron requirements
 - Some hosts still not compliant even though they tell John they will get right on it
 - One host has only done 9 shows and last was July 17th – still a host? Need to reach out to her about whether she is continuing or not so know what to do with the slot – Tony will – he knows her
 - Making sure hosts know both that this is a requirement & that they know how to work with it
 - May need to lock hosts out if not fulfilling this FCC requirement – consequences are clear in the agreement hosts sign – just need to follow it – Host gathering can make everyone clear about this
 - John will help hosts if needed & wants to ensure how it is covered in Training Manual
 - Hosts have to commit to this 100% because it risks the station's license if not done
 - Syndicated shows are responsible for Spin-A-Tron entries under their license – not us
- Eric Kallio: Volunteer work with Keene State College
 - Eric works with Keene State students and wants to have interns come into the studio to work with him
 - Current student - Trevor Adams - he is thinking of has experience with radio and the student would shadow Eric on the shows he produces and help him so they can learn the skills
 - Student would come as a guest at some point the college has a show for student's on-air hosting
 - Student is not a host, per se, but works with and under the supervision of Eric – not volunteering with the station itself – though he might volunteer with WOOL in the future
 - Board asked about Eric then being featured host with pix to let folks know about this
 - Board said no vote needed, but gave its (unannointed) blessing
- Gary Rock Block Show – Martin said it played fast – Evan will help with tech issue

6. ADJOURN

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

NEXT MEETING: 6:00 pm, Wednesday, 11 October 2023