

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 11 October 2023
6:02 – 7:37 pm
MINUTES

Attendance: Bruce Sterling, , Don Dawson, Evan Parks, Erin Petrie, John McCann, Skye Payne (minutes)

Hosts/Guests: RF

Absent: Melissa Brown, Tony Elliott (Acting Treasurer)

1. REVIEW MINUTES from SEPTEMBER 2023

MOTION: Don moved to approve September minutes as written. Evan seconded. Passed unanimously.

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

- Recurring payments are down so need to look into more fundraising – PayPal down to \$1,285 – big expenditures for UPS and BricLink – now need more to set up the mountain correctly

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

3. ADMIN & TECH SUPPORT (thank you Evan, Erin, and Tony!)

- Studio tech update
 - UPS battery back-up replacement done
 - Unit at station has been installed and can be remotely monitored – gives about 45 minutes of back-up time
 - The UPS at the mountain runs on a different voltage so need a new one – and recommendation is for extra batteries
 - If power goes out on the mountain, streaming could run for 24 hours but over the air transmission goes down immediately – so need a new unit with bigger batteries
 - Cost will total out at about \$1500 to \$1800, but Evan recommended budgeting for \$2200 to be safe
 - Board discussed what other costs are coming up to be sure priorities are set right – such as another computer, merchandise, etc.
 - Replacing the Conrex BricLink, not the transmitter –
 - The current BricLink will get mailed out and repaired so hopefully run in digital mode and be a spare in case things go down –
 - It will be able to do the job of either BricLink – won't know cost or reparability until the company gets it
 - The BricLink at the mountain is the most current model
 - Evan has installed so can hear the signal at the mountain – and also a camera for security and maybe to help with repair consults – the software is not installed yet but will be shortly
 - Recommending that there be a spare computer –
 - Had a little scare recently and could lose everything, but this is for the future, not urgent right now –
 - Our automation licensing covers two machines, - cannot be a MAC – needs to have 8 GB RAM – Gen 5
 - If somebody has a machine to donate, it could be tried -

- Had a successful Tech meeting and will continue to meet every month or every other – some regular meetings to stay on top of these things
- Erin is working on Dropbox and will be done soon
- WOOL mail & email → some questions about songs heard on the air, but not much else of significance
- Issues Logs – Skye has filed the latest report with FCC -
 - Will email a copy of one of the PDFs for Board members to see what the content is that goes to FCC
 - Joann's show seems to exactly fit the issues log requirement so will follow up with her on getting information to Skye

MOTION: Evan moved to make the purchase, as long as total is under \$2200. Don seconded. Passed unanimously.

4. MARKETING

- Membership update – still at 139
 - Thinking of making more of an appeal through the Newsletter
 - Newsletter if on the website and emailed out for anyone who signed up – do new members get on that list? → follow up with Martin on how that does or could happen
- MidRiver Bulletin Board update given
- Merchandise sales on website → photos? →
 - John working on it – once they are up, then can connect to PayPal to order from website
 - T-Shirts, hats, logo stickers available
 - New T-shirt idea in colors (Thanks, Gary!)
 - Trying to figure out quantities to order and have on hand . . .
 - Maybe message about it in Newsletter . . .holiday joys ☺
 - Cost for 100 shirts is over \$800 – Evan suggests thinking of it as investment since we'll be selling them
 - Maybe consider a different membership tier that comes with a T-Shirt?
- New marketing proposals → really need Host gathering to get ideas and expertise to get these ideas off the ground
 - Auction with gift cards
 - Dinner /bake sale
 - VT Welcome Center – get in by lottery to set up a day long booth
 - But Don explained that it takes a lot of volunteers and have to have inventory to support it –
 - Cannot sell anything → it's all donation based
 - Skye will look into possible grant entities that the station could apply to

MOTION: Evan moved that we buy 20 blue shirts in each of the popular sizes in design #3. Don seconded. Passed unanimously.

5. PROGRAMMING

- New hosts /programs?
 - John Yake and Rana Williams being trained by Pete
 - John Yake seems to have stopped – time seemed to be an issue
 - Rana wants to do show that uses some recordings from Stage 33 Live – very interested in promoting local artists – just moved here from Austin, TX – just fell in love with BF!
- BMI & Spin-A-Tron music report (Thank you so much, John!!)
 - John has submitted reports and waiting to hear if approved -
 - Any non-music lines have to be taken out or BMI will charge to take it out –
 - John has about 6,000 lines of which maybe 700-800 have to be taken out!
 - Problems with hosts using Spin-A-Tron not fully resolved yet

- Host email or other contact requirements – hosts need to be reachable – we want them more engaged with the station
- Volunteer hours
- Host gathering
 - Not getting responses to emails so may need to call folks
 - There are about 21 hosts – Don said he would make calls
 - Maybe go with October 22 date to begin with
- Gary Rock Block Show – Don will talk with Martin about it

6. ADJOURN

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

NEXT MEETING: 6:00 pm, Wednesday, 8 November 2023



Treasurer's Report

DATE: September 12, 2023

TO: Great Falls Community Broadcasting Board of Directors

Ladies and Gentlemen,

An abbreviated report today. All of the attachments tell the story. We are fully out of M&T, which is a relief. I have one good contact there who was able to refund all charges and ultimately close the account. We are fully in Mascoma Bank now and Pete had proceeded to make deposits there, where we keep most of our balance. We will keep Paypal at a reduced balance but enough to use it for payment occasionally.

Most of our bill paying is now automatic for monthly payments. We will watch for annual payments closely.

I hope the board will approve the purchase of another Comrex BricLink for the mountain. It will be in the neighborhood of \$1,800. When we have determined the full extent of the lightening damage we will see a reimbursement from our insurance, less a \$250 deductible.

As a maintenance move, we are purchasing two APC 3000w. UPSs for \$3,253.64 on my credit card. If the board approves, I will seek a reimbursement.

As always, send me any questions.

Thanks.

Respectfully submitted,

Treasurer