

**WOOL Board of Directors Meeting**  
**Great Falls Community Broadcasting Company**  
33 Bridge Street Bellows Falls VT 05101  
Wednesday, 8 November 2023  
6:05 – 7:55 pm  
MINUTES

**Attendance:** Bruce Sterling, Tony Elliott (Acting Treasurer), Melissa Brown, Don Dawson, Evan Parks, Erin Petrie, John McCann, Skye Payne (minutes)

**Hosts/Guests:** Michael Johnston, RF

## 1. REVIEW MINUTES from OCTOBER 2023

**MOTION:** Don moved to approve October minutes as corrected. Evan seconded. Passed unanimously.

## 2. TREASURER'S REPORT *(documents supplied by Tony)*

- Discussion of the insurance policy – recommended Board members review to be clear about it
  - Deductible for equipment on the mountain is \$2500
  - Cost for BricLink is \$1800 (below our deductible)
  - There does not seem to be an annual cap on the deductible, but it is per claim
  - Liability issues are on the hosts but reality is the station could be sued
  - Tony recommended umbrella policy to cover things such as lawyer fees or other liability issues
- Current cash assets are just under \$14,000 right now –
  - Erin had suggested to develop a cash flow to look ahead to expenses over the year
  - Can judge expenses pretty well but not as clear on incoming funds
- John asked about Venmo on website for listeners to purchase merchandise or make donations – Tony will check with banker as there are other services too such as Zelle
  - Do not want to get into credit cards as there are some entanglements down the road
  - WOOL itself has its own debit card
- Have received \$50 from Chester Fall Festival

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

## 3. ADMIN & TECH SUPPORT

- Studio tech update
  - Most important thing is still need UPS unit for top of mountain
    - More expensive because bigger unit
    - Go off brand or on brand? On brand is about \$3000 . . .! off brand would be about half the cost
    - This unit would protect the transmitter which is not currently protected – if power goes down, would go off the air right now – also offers some protection to the transmitter, which has not had any since COVID
    - Need to make decision soon due to snow coming and making it hard to get it up the mountain
  - The console needs a repair – shutting it down and removing the channel strip –
    - Erin and Rana and Melissa expressed interest in helping out and learning more about it
    - Evan wants to teach others so that he is not the only one who knows how to do it
  - As headphones break down, set them aside because all the parts can be replaced as needed – and please do not wind the cords tightly!

- Tech Team has been tidying up gear in the station – papers put into red binder - thank you!
- Erin is getting a new computer from a barter situation and will donate it to WOOL
- Don also has a computer and a 3T back-up unit that he will donate to WOOL
- Erin has put together written information on uploading to Dropbox
- Evan has started on a new Console manual, too
- Mail and voicemail report –
  - Sent one listener who reached out a QSL card to confirm that she had caught our signal –
  - More calls from Charlie (side note, he repaired the cornices on the Windham hotel) –good music requests
  - Festival of Lights Parade Betsy Thurston
    - had sent email that Mark Piepkorn sent to Evan – she is asking us to play Christmas music for the event – all set up – she will give Evan info about folks involved so he can thank them
    - December 9, 4 – 6 pm if anyone wants to join Evan – maybe offer cookies and hot chocolate for donations? Would it be allowed? (not selling them)
  - Michael Johnston
- Issue logs – Skye will send email to hosts about just emailing her the information so not intimidated by it – more hosts have been sending them in!
- Looking to get out of ZOOM and go to a free service

**MOTION:** Evan moved to purchase the less expensive unit. Melissa seconded. Passed unanimously.

#### 4. **MARKETING**

- 2023 membership update
- Mid River Bulletin Board update – Don still keeping it up to date –
- Last newsletter – 308 on mailing list → 57% open rate and 21.5% click-through rate
- Underwriting update
  - Evan has been making contact with some local companies about becoming underwriters – waiting to hear back –
  - if anyone is thinking of contacting anyone, then get in touch with Evan so we do not end up asking the same companies multiple times
  - Have pulled the old Popolo spot since it was outdated and new owner did not get updated information
  - Jessica Reeves spot is out of date and trying to follow up on that, too since her show is on the schedule but she is not actually doing it
- Merchandise
  - T-shirts, hats, logo stickers – Evan showed new hat with logo that can be made locally
  - New T-shirts have arrived – ready to sell! John will take some to be photographed to be put on the website then let hosts know once there is an actual way to order them
  - Need a locked cabinet in the studio to hold merchandise
- New marketing fundraising proposals
  - Auction
  - Dinner /bake sale
  - VT Welcome Center
  - Other ideas

#### 5. **PROGRAMMING**

- New hosts /shows
  - New host attended tonight – Rana Williams – passed test with flying colors! – Welcome, Rana!!
    - Show will be called Bridge 33 and will air Thursdays 4-6pm starting December 7<sup>th</sup>.

- Rana wants to air Stage 33 archives plus local and regional music especially in the listening area
- Will also interview people in music in the area
- First interview will be Mark from Stage 33, and has conductor of Vermont Symphony lined up, too
- She is clear about Spin-A-Tron and Evan explained the entry of live performances and will show her later- fee paid and John will add her to Host email group
- Don suggested also doing interview with Mark for the next newsletter for a holiday issue
- Host issues
  - Gathering of hosts – just set 3 dates and get host feedback on best choice, then hold the meeting
  - Host email or other contact requirements – again discussed that being reachable is required but no consequences right for not in fact being able to be contacted – hmmm. . . .
- AudioPort – switch from Juice to GPodder? –
  - John said he has done what he needs to do but working cautiously so does not lose shows
  - Still some shows being pulled in from iTUNES – want to get those moved over, too – still investigating
  - *Democracy Now* comes from their own feed
  - Some come from Dropbox

**MOTION:** John moved to accept Rana as new host. Erin seconded. Passed unanimously.

## 6. OTHER BUSINESS

- All would like to invite Eric Kallio to join the Board – Bruce will follow up with Eric

## 7. ADJURN

**MOTION:** Evan moved to adjourn. Don seconded. Passed unanimously.

**NEXT MEETING: 6:00 pm, Wednesday, 13 December 2023**



## Treasurer's Report

DATE: November 7, 2023

TO: Great Falls Community Broadcasting Board of Directors

Ladies and Gentlemen,

See attached financial documents for our current position. It is important to note is the declining cash balance. Fundraisers are needed.

Please also see the Hanover Insurance renewal (sent as a separate email). Our Mountain BrickLink was not covered because the mountain equipment is covered by the Commercial Umbrella Policy (starting on page 18) Equipment at \$40,000 with a \$2,500 deductible (pg. 108).

It would be helpful for the board to review the insurance policy carefully and see if this coverage is useful. Umbrella policies are important for liability but do not seem to help us much with equipment at the tower. Our contact at Richards Insurance is Bill Wilson, (802) 251-1854

Also as a separate email, see the T-Shirt order. Let's devise a plan to get sales of shirts and hats going to bring in a bit of extra income.

As always, send me any questions.

Thanks.

Respectfully submitted,

A handwritten signature in black ink, appearing to be "M. Wilson", written over a horizontal line.

Treasurer