

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 20 December 2023
6:00 – 7:15 pm
MINUTES

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

1. REVIEW MINUTES from NOVEMBER 2023

MOTION: Don moved to approve November minutes as corrected. Bruce seconded. Passed unanimously.

2. NEW BOARD MEMBER

- Bruce proposed Eric Kallio as a new Board member
- Eric said that he is a host on 3 shows . . .!, and
- Looks forward to supporting Tony with the Treasurer's functions
- John promptly connected Eric to the Board email group
- WELCOME A BOARD!

MOTION: Bruce moved to Eric Kallio to the Board. Erin seconded. Passed unanimously.

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

- Report is pretty self-explanatory and
 - Some reduction of funds
 - Good time to remind folks to renew as folks might like to get in their donations at the end of the tax year
 - Evan will put together some PSA's, too
- Received a check today for new underwriter, Pizza Palace – thank you, Evan!

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

4. ADMIN & TECH SUPPORT

- Studio tech update
 - UPS waiting for funding to get something that will do the job
 - Evan needs to get model number of one he likes then check to make sure it works with the transmitter
 - Will present choices to the Board once he has some ideas
 - Tower unit is turning itself off for some reason
 - John suggested checking whether screensaver is shutting it off
 - Evan will check on this
 - Erin talked about back-up computer which is now in the studio in the cabinet
 - It can be used for back-up
 - Section it off for portions hosts can use and section they do not have access to

- Eric asked about the tower ownership – his work involves towers
 - Do we have a copy of lease with CTI? Tony said yes and will go over it with Eric
 - Eric also has a number to call them if need help
 - Tony said CTI a little bristly to deal with – he will talk more with Eric offline
- Mail and voicemail report –
 - Not much this past month
 - A few checks came in including one annual donation of \$1000 from the Tuttle Family Trust
- Issue logs – still coming in from same folks – ready to send report at the end of Dec /beginning January
- Membership levels discussed: Senior / Student \$10; Host \$60 one time; Regular \$25; Sustaining \$100
- Erin presented information about *Givebutter* platform
 - Used for fundraising which the site terms a *campaign*
 - Can set a goal then track progress to that goal
 - It could be embedded onto the WOOL website and could give information to members
 - Folks can make one-time or ongoing donations or to become a member –
 - Very customizable options
 - Can be linked to social media
 - Can have information to contact folks via email or snail mail and generate form letter, print labels, and so on –
 - Can pull information from old data base, which holds info for past 20 years, so many folks not still active – need to cull? Sort into *Active* and *Inactive*? Etc.
 - For the demo, Erin added a field of *Member Since* – again, very customizable to what we want
 - When he knows a member may be deceased, he erases the address so they will not be contacted, but does not erase the name
 - Free to a nonprofit, with a transaction fee which is on a par with PayPal
 - Erin will send link to the demo she created so Board members can review it

5. MARKETING

- 2023 membership update: already a half dozen renewals, but expect more once renewal letters go out
- Mid River Bulletin Board update - postings going along – “every weekend wipes the board out”
- Next newsletter – DJ Spotlight will be Erin ☺
- Underwriting update: Evan talked to Pizza Palace in BF and they have now signed on – thank you, Evan!
- Merchandise
 - Photos not on website yet – Bruce has some still on his camera he needs to get to John
- Bruce will be getting renewal letter written and ready to print and send at a Lick’n’Stick next month
- Discussion of other community fundraising opportunities
 - VT Welcome Center – a big one!
 - But needs to be supported with people, food and drink
 - Very full day starting at 7am
 - Could raise \$800-\$2000
 - Request a date, but go when they say you can – and have to do it!
 - Could get some discount from Allen Bros or other local businesses
- What to do with WOOL vinyl and CD collection
 - Don sent pix of the shelves to a place that actually buys CDs - he’s willing to come in to take a look
 - “Either cull and organize or sell if no one using it” – Evan knows pending host interested in organizing it
 - A radio station should have a CD /vinyl library . . .right? The station’s vinyl is not being used
 - Check with hosts on who is or will use the music to get more input

6. PROGRAMMING

- New hosts /shows
 - New host, John Reed, wants to do training with Bruce
 - Evan suggested someone but John not able to connect with her – Evan will try
 - *Mother and Son* want to move show and no problem with the new slot they want on Sunday
 - They say they are all caught up on logging in shows
 - Does someone want their old slot

MOTION: Evan moved to let *Mother and Son* move to Sunday 6-8pm. Erin seconded. Passed unanimously.

7. ADJURN

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

Happy holidays everyone! See you in the NEW YEAR!

NEXT MEETING: 6:00 pm, Wednesday, 10 January 2024



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