

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 11 January 2023
5:58 – 7:00 pm
MINUTES

Attendance: Bruce Sterling, Don Dawson, Melissa Berry-Brown, John McCann, Martin Royle, Tom Weiss, Skye Payne (minutes)
Absent: Gary Smith (Treasurer)
FRIEND: Tony Elliott (Acting Assistant Treasurer)

1. REVIEW MINUTES from 14 DECEMBER 2022 (*Skye*)

MOTION: Don moved to accept December minutes with corrections discussed. John seconded. Passed unanimously.

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

MOTION: Don moved to accept Treasurer's Report as presented. Tom seconded. Passed unanimously.

3. ADMIN & TECH SUPPORT

- WOOL mail & voicemail (*Bruce*)
 - Feedback@blacksheepradio.org - not receiving notifications?
 - Gary is working on it so hope to have more at a future date
- Broadcast Board update (*Evan & Tom*) SSL Certificate
 - SSL Certificate – being tabled for now till Gary back
 - New Program Meter(s) – are on order and should ship soon
- On-AIR signs installed (*Tony*)
 - Please observe the light and make sure it can be seen
- Patch for the headphone cue out from the PC3 audio interface into a spare channel
 - Set up so it can cue from inside the channel
 - Can DJ through a variety of different formats, but can now work with MP3s
 - MIX-XX can be hooked up so can use same headphones to cue as go live
- Comcast
 - has not raised rates for WOOL – paying about \$175 /mo for Comcast but threatens significant raise
 - Fidium Fiber service would be maybe \$129 /mo with cheaper static IP fee and install fee - better bandwidth for us, so maybe move to them in the future
 - Recommends staying put with Comcast for the time being 'cuz changing could make other as yet unseen problems
- Have a computer at top of the mountain now –
 - could run a webcam up there-
 - not sure whether there is a computer or camera issue-
 - Tony recommends direct to computer hook-up- he's had systems like that run for years
 - Evan will follow up with recommissioning the mountain gear

4. **MARKETING**

- Updated streaming information (*John*)
 - New streaming platform promotions in place
 - Evan wants to send the information to the Shopper and similar papers locally, changing to 3rd person
 - Still have 6 listeners on the old server – “Someday it’s gonna go down and I’m leave it down”
- WOOL Newsletter (*Martin & Don*)
 - Don interviewed John then inadvertently immediately deleted it - but re-wrote in story format and able to put it in the newsletter
 - Martin noted that all newsletter stories reference website, but nowhere on website to get to the stories
 - The website is set up in a way that Martin could not figure out how to edit – pages v. posts formats, but Melissa has said she knows what to do so Martin will contact her
 - Tony also recommended Dan Hovis who has the expertise – thinks he would work for WOOL gratis to help make the website less clunky

5. **PROGRAMMING**

- New hosts, new shows, & trainings (*John*)
 - Updated the Host Training Test
 - More consistent terminology now - 45 questions now from 40 and
 - Can still get up to 6 wrong and be able to pass
 - Have to wait a week if fail to take the test again
 - Updated test sent to Board members to review
 - New trainees:
 - Seamus Tully
 - Nearly done and taking test next week – Country/Western slant
 - Discussed voting him in providing he passes the test and has a slot
 - He’ll be the beta tester on the new test
 - Michael Johnston
 - Passed test with 99% - ready to go with his show
 - *Great American Songbook* – popular standards and jazz from 1920s-1960s
 - Wants Sun 12-2pm but John also checking with Stage 33 folks
- Holiday music broadcasting Dec 23-26 was a success!

MOTION: John moved to approve Seamus Tully for new show based on Bruce giving him the green light. Don seconded. Passed unanimously.

MOTION: John moved to approve Michael Johnston for new show Sun 12-2pm. Don seconded. Passed unanimously, so he will start this Sunday.

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

- 2023 WOOL Membership Drive in January
 - Had thought that Gary would be able to write the kick-off letter as he has before and can send to members
 - Put it off till next newsletter – Tony cited how funds are going down so need to get drive going
 - Tony thought that he could work on it – likely a mail merge program he could work with to generate hard copies to mail out
 - Martin mentioned folks have just come off a season of being asked for donations, and might get better response with April kick-off and maybe a summer event to link it to – tying to an event is best strategy
 - Evan mentioned Chester Library wants to have an event to kick off summer reading with other libraries and using the large space here for it – good time to link up with them

- Maybe a difference between renewing members and new members in when they might be more responsive
- Evan in the WOOLie costume at an event could be a great kick-off story in the newsletter
- Possible to have one master document with every login – right now many are tied to personal accounts of Gary's so of course reluctant to just give all that out
- Membership updates

7. NEW BUSINESS

- So far now have 24 members signed up – more coming in with PayPal
- Assign /Elect Officers: Treasurer = Gary; Asst Treasurer = Tony; Vice President = Bruce, Secy = Skye, President will remain open at this time

8. ADJOURN

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

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