

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 8 February 2023
6:00 – 8:04 pm
MINUTES

Attendance: Bruce Sterling, Don Dawson, John McCann, Martin Royle, Tom Weiss, Skye Payne (minutes)
Other: Tony Elliott (Acting Treasurer), Evan Parks, Eric Kallio, Erin Petrie, RF
Absent: Melissa Berry-Brown

1. **Board noted that Gary Smith's passing has left a big hole to fill – Martin commented how wonderful it has been to see all the tributes to him.**
2. **REVIEW MINUTES from 11 January 2023** (*Skye*)

MOTION: Don moved to accept January minutes as is. Martin seconded. Passed unanimously.

3. **TREASURER'S REPORT** (*Tony; see Attachment*)
 - \$1485.00 donations have been received in Gary's name so far, though some are not entirely clear as to whether some were memberships or other donations. More are coming in, too.
 - Martin will add a comment in the Newsletter too
 - There are Bellows Falls Tribute Concerts planned but not fully developed yet.
 - In conjunction with Ray Massucco who also passed recently.
 - The Opera House is putting together concerts in Ray's name and thought that doing the same for Gary would be doable – maybe one a year for a period of time.
 - The Opera House is interested in having more live events.

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

4. **ADMIN & TECH SUPPORT**

- WOOL mail & voicemail (*Bruce*)
 - Very little – mail has mostly been checks in support for Gary
 - Very few voice mails
- WOOL Website
 - Still in Gary's old Fort Apache domain – so how to upgrade or move on
 - Tony reported that he is working with executors of Gary's estate on this
 - They now have access to his computer, but there are other data needed for estate settling issues that take precedence
 - Green Geeks is one option for hosting website and there is another site Mark Piepkorn had mentioned
 - Want to revive emails on a website
 - Not getting feedback on website now because not a good way for people to easily contact WOOL – Google group open to the public such as WOOLFeedback@Googlegroups.com → John set it up and now just needs link to internet – Martin said he will do that with a *MAIL TO* link – emails readable by John and Bruce
 - Bruce said he would monitor and be the filter for forwarding messages to where they need to go
- EAS Upgrade

- VT Association of Broadcasting doing training soon on changes in EAS – Bruce and Evan will go
- Feb 28th EAS test
- Bruce will talk with FCC about change in monitoring system
- Discussion of upgrade to the EAS system – Evan said we have 3 good signals now
- Program Meters
 - Tom sent in 2 new meters for console, so have 4 now – 2 old and 2 new
 - If one goes bad, replace with the 2 new ones
 - Thank you, Tom!
- Comcast or Fidium Fiber?
 - John said Fidium has been very good – no problems with it – huge savings – cuts cost in half
 - Tony suggested, let's put it in and see what happens – believes they will port the phone number
 - Evan suggested a new number – maybe go back to 9665, which is WOOL . . .?!
 - Delegated to the Tech Committee to follow up
 - Bruce wondered whether we would lose anything we haven't thought of by not being with Comcast – Tony said can run in parallel initially before cutting over to Fidium full-time and look into 9665 number
- Webcam issue still in process but no further action at this time
- There is an active Facebook site – BlackSheepRadio:WOOL – Tony is admin and can add Martin to it – has 753 followers right now; there is another one very similar name but not active

MOTION: Don moved to go with Fidium instead of Comcast, initially running parallel, then if all goes well, make the switch fully. John seconded. Passed unanimously.

5. MARKETING

- Membership Drive → March
 - Letter needs to be written – Gary had the data base to make the letters and cards – will get access to the computer in time
 - Don willing to write a letter if he can see a model but need the database for mail merge
 - Admin computer has membership database – should have physical addresses and can export them to spreadsheet and do mail merge from there –
 - Don also has lists from the surrounding towns – need 2 letters → existing /former members and cold calls
 - Will need folks to come in to print, fold letters, fill envelopes, and stamp – maybe do on air as a party!
- Underwriting
 - Don, Underwriting Coordinator, still working on it but no report at this time
 - Jessica Reeves – was trained again by Evan, but not sure where she stands as Underwriter – had expired so Don to follow-up with her on whether she wants to sign up for that again
 - Erin asked about soliciting or taking donations on live shows –
 - Yes, allowed to mention website that folks can use to make donations or
 - Could give PO Box if they want to mail in or
 - Can ask listeners to call in to the show,
 - But remember not to put them on the air unless they specify agreement to that
 - Evan said he will write up a standard card that DJs could read on the air for this during the drive
 - Erin will make her own PSA for this but happy to share it with others if they would like

6. PROGRAMMING

- New hosts, new shows, & trainings (*John*)
 - Board affirmed that, as Programming Coordinator, John
 - Can make decisions about scheduling adjustments or syndicated shows, then notify Board, and if no big questions, just go ahead
 - Does need Board vote on adding a new show from a local host

- Eric Kallio wants to add a new show *Rest & Reflect* Wednesdays 11pm – 12am
- *Flower Power Hour* to go on Saturdays 11am – 1pm
- *Jefferson Hour* seemed to have disappeared and John pursued what had happened by going to the show itself and to iTUNES – still available and working again
- Station is required to showcase certain things such as children’s programming, LGBTQ, etc. and finding spots for those
- Wanting to look at Listeners on the Stream to see how many actually streaming individual shows
- A lot of the programming currently is blues, and looking for scheduling to break it up a little and have more variety in the programming
- Seamus Tully wants to expand his program another hour, 4 – 6pm Sundays → agreed to
- Hosts talked about doing tribute hours to Gary – tabled till Martin can say more about it, but a number of shows have already done some tributes
- PSAs
 - Evan recording some of the evergreen ones
 - John learned they need to be rotating, so now has that set up so not hearing the same thing all the time
 - Suggested to keep a folder of scripts so can record same one with different voices, too
 - Use the membership drive envelope party to record some
- Spin-A-Tron
 - Some hosts still not logging shows, though this is a legal requirement that all music going out over the air is logged, with financial consequences to WOOL if not done
 - Bruce will follow up with the 2 most recalcitrant hosts
- Tech will send email to hosts about a mic having been left live at least over night board and to remind them to leave it in ready condition when leaving

MOTION: Don moved to accept Eric Kallio’s second show, *Rest & Reflect*, on Wednesdays 11pm to 12am. John seconded. Passed unanimously.

7. **MEMBERSHIP** (*Bruce*)

- 2023 WOOL Membership Drive in March, as discussed earlier in the meeting
- Membership updates: 32 members have paid as of February 1st

8. **NEW BUSINESS**

- Tax form to be signed by Bruce
- COVID Protocols: Board decided that hosts are vaccinated, do not have to wear masks, and do not have to send guests’ COVID info to John, but hosts should use pop filters and still wipe down all the equipment when done, leaving board ready for next host; up to host to address whether guests are vaccinated
- Evan will start building out equipment to have bands in-studio and to accept donated things for this

MOTION: Don moved to adopt revised COVID protocol as discussed. John seconded. Passed unanimously.

9. **ADJOURN**

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

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