

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 10 January 2024
6:00 – 7:35 pm
MINUTES

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

1. REVIEW MINUTES from DECEMBER 2023

MOTION: Don moved to approve December minutes as corrected. Eric seconded. Passed unanimously.

2. TREASURER'S REPORT

- "It's been a good month – 2 very nice donations!"
- Tony described the cash flow chart developed in response to Erin asking about it – "Will get better over time as there are more data"
- Tony appreciates having Eric aboard to help with this work for the Board

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

3. ADMIN & TECH SUPPORT

- Studio tech update
 - UPS – trial subscription is expiring so have to purchase one – standard is \$20 per year but does not have all the options; think the higher charge is \$50 per year, but hard to say because you have to make a request for purchase to start to get information – we still have another month – also have a warranty that will expire – there was a lack of enthusiasm for extending the warranty - Evan will bring more information to the next meeting – asked whether it covers multiple devices or only one and got response that said we have to figure it out – won't be able to talk to devices without this software
 - New Brlc is here – somebody with snow machine or more likely snowshoes will need to go up the mountain to deal with it – Erin clarified that a known bug is likely causing the Tower PC to turn itself off after inactivity while it is cabled to the UPS. This will be addressed in the same trip to the mountain –
 - Gary concert coming up – Erin & Evan will help with streaming – looking for other hosts to help out – not sure whether have to go there to set it up – Will have more information later – Don volunteered to help - Joan sent email saying need all artists signed up for live presentation – then need to know about sound – 2 venues, 2 shows – Don asked about contacting Pacifica to stream it with clearance from the artists and maybe fee to Pacifica and adding some tag about Gary, his connection to WOOL, and how to support WOOL – also would need to know whether we could re-air any of it -
 - Donation of new computer from an anonymous donor – the machine seems pretty good and can also be used for remotes or up at the mountain – thank you to the donor!
- WOOL mail and voice mail
 - Membership checks trickling in through the mail – not much email – Evan reported that Gerry from Women's Freedom Center would like to be interviewed about services for domestic violence – Eric said that he would be willing to talk with her –
 - Zoom mtg Jan 19 of Vermont community radio that Bruce will attend - Don might too

- Issues logs – Skye has the 4th Quarter 2023 report prepared to be uploaded this week – new logs already coming in for 1st Quarter of 2024.
- Givebutter.com update – Erin was able to import FileMaker Pro list of previous donors to Givebutter.com – has addresses, phone, etc. – seems to work very well – Erin talked to Daniel about integrating it with the website and he said no problem because he has already done it for the Bike Project -
- Spinatron & BMI 4th Quarter logs – John has submitted Spinatron but not BMI yet, which is much more challenging – Spinatron picks up everything – pulls all the information and puts it into the Excel spreadsheet but about 700-800 lines have to be deleted for the BMI report or else they could charge \$7 per line to do it – BMI wants a more specific format and cannot just send them the Spinatron information - the material that has to be deleted includes material such as casual IDs – has to put information into an Excel spreadsheet then filter from there to delete all nonmusic data – Spinatron does not discriminate between what is music and not - about 8% has to be deleted – have a total of over 8000 lines John has to review -

4. **MARKETING**

- Membership update 2024 – Bruce reported that a trickle of renewals coming in -
 - MRBB update – Don building it back up after flood of holiday events -
5. Merchandise sales on the website – new photos sent out – appreciate Bruce doing these – do we need pictures of each color for items or one photo and list the colors? → agreed to send the photos on to Daniel to add to the website – the merchandise site is not yet up and running on the website -
- 2024 Membership renewal letters campaign – nothing really happening until ready to write a new letter and use Givebutter database – before Gary did nice letter with tear off at the bottom to sign up for membership - could switch to postcards and would cost much less but still needs to have a nice look – maybe letter to higher level donors? Sustaining and above, which can be tracked in Givebutter – discussion of premiums to offer for memberships → stickers? Buttons? Different ones for Sustaining than Regular membership?
 - New marketing & fundraising proposals → need to get going but first need to get membership renewals underway

6. **PROGRAMMING**

- New hosts & shows in the queue – no news
- Fort Night Concerts live feed March 15 & 16

7. **ADJOURN**

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

NEXT MEETING: 6:00 pm, Wednesday, 14 February 2022



Treasurer's Report

DATE: January 10, 2024

TO: Great Falls Community Broadcasting Board of Directors

Ladies and Gentlemen,

See attached financial documents for our current position as of the end of December.

The balance sheet shows a \$1,199.88 increase in equity as of 12/31/2023 over the previous month. It begins a good trend which has continued into 2024, when we posted \$3,160 in income in the first few days of the month. We go into 2024 in a strong position and we only hope this will grow with the oncoming membership drive and the sale of new merchandise.

Our cash balance today is \$15,977.08. The diagram show the past six months and an historical outlook for the first six months of 2024. We don't know how our income will be for the year, but this gives us a way to set goals.

As always, send me any questions.

Thanks.

Respectfully submitted,

Tony Elliott, Treasurer



