

**WOOL Board of Directors Meeting**  
**Great Falls Community Broadcasting Company**  
33 Bridge Street Bellows Falls VT 05101  
Wednesday, 21 February 2024  
6:01 – 7:35 pm  
MINUTES

**Attendance:** Bruce Sterling, Melissa Brown, Don Dawson, Tony Elliott (Acting Treasurer), Eric Kallio, Evan Parks, Erin Petrie  
**Absent:** John McCann, Skye Payne (minutes taken from recorded meeting – final 23 minutes missing)

**1. REVIEW MINUTES from JANUARY 2024**

**MOTION:** Don moved to approve January minutes as presented. Melissa seconded. Passed unanimously.

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

- Still trying to figure out BMI – “I think we’re paid up, but I don’t understand their billing methods – we have two different accounts.”
- Would like to make Eric Kallio signer to the Mascoma bank account as second Treasurer – bank needs a copy of the meeting minutes to show the bank to get onto the signature card. Board agreed to this without a formal motion.

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

**3. ADMIN & TECH SUPPORT**

- Evan reported about the UPS units –
  - We need subscription to get all the functions working - \$55 per year per unit which allows to reboot remotely and remote test, which would save trips up to the mountain – \$110 per year with tax
  - There is also a lower \$22 per year per unit with only reporting, no rebooting - \$44 per year plus tax
  - It is connected separately from the PC
  - Could do one tier on one unit and one on the other – Tony recommended going top tier on both
  - Evan also got information about back-up when power goes out (\$2400) - written quote will be coming – the back-up could not actually run the unit for long but might protect the transmitter from damage
  - The generator that is in the shack now has run out of fuel and is not functioning – “UPS unit we have there now could keep things alive for maybe 20 hours.” – need to check lease for putting generator up – rent implications? paying for electricity? etc.
  - In the studio: “Might want a remote dump button for the box” and need some more cables – Tony said he has “tons of boxes of cables so send me a wish list” – Evan said studio has all the monitors we need and if we have the computer Don donated – maybe need ≤ \$350 to finish setting up Studio B
  - Rumor that the building might not always be owned by the Reads – Pete thinks we would be able to stay in our space, but might have to start paying rent, which we do not do now – Don added that “This puts more emphasis on our fundraising” – just something to keep in the back of our minds right now – nothing imminent – good to have a back-up studio so move forward with Studio B

**MOTION:** Don moved to purchase upper tier subscription for both UPS units. Erin seconded. Passed unanimously.

#### 4. **MARKETING and MEMBERSHIP**

- Not much has come in from mail or voice mail – did get a nice donation and a bunch of sheets of stamps from a member, so Pete will send her a thank you card
- Spinatron is logging music from the library when it should not – John is working on it
- Erin updated about GiveButter –
  - Seems to be a positive choice – other stations use it and are very high on it as is the local bike project
  - Some double program for a time as shift over to the new system and bring over the database history – can bring in the past year, but hard to get report – and Erin thinks she was able to do this
  - Pete noted that we do not really use the old database except to check whether someone has been a member for a long time
  - GiveButter going forward will be able to provide reports of history it contains
  - Eric said that hooking it to bank accounts should be pretty straightforward – would want to watch closely initially to make sure it works well
  - Eventually we would move away from PayPal – there are about 10 or 12 folks who pay monthly through PayPal - GiveButter accepts Venmo and other payment options
  - GiveButter has option to ask giver if they want to pay the processing fee on top of donation
  - Membership renewal drive could be started through email contacts with members (which goes to all members of past 3 years, so a big mailing) – would GiveButter be able to generate email contacts then if folks respond, only do snail mail to remainder, cutting down on costs? → Erin thinks so
  - Don asked whether Newsletter email list could also be included in GiveButter → Erin thinks so
  - So GiveButter would offer a lot of consolidation and avoid sending folks multiple emails or letters

**MOTION:** Don moved to shift to GiveButter for fundraising platform. Eric seconded. Passed unanimously.

- Memberships coming in –
  - Mostly coming in through PayPal – a little behind from previous years
  - if GiveButter can do the emails, then good to start alerting listeners through on air announcements so folks know about the change – can write up scripts for the hosts – will prevent having to mail so many letters out
  - Eric suggested each host take a minute to remind listeners about the website – most hosts already do – could bring it up at another Host Meeting to talk about WOOL changes
  - Pete will write up a short letter about GiveButter
- Merchandise sales on website – taking new pix to Daniel and think these will meet with approval so can finally go up on the website – Daniel wants to get that portion of website finished and up and running
- Need to bring funds in
  - Discussion of Welcome Center participation – Don agreeing to run point on it
    - with Don emphasizing that it is a long day commitment, with several teams, and
    - Cannot sell anything, so have to have urns of coffee and tea and snacks ready – Melissa has a coffee maker that would serve – Don said that his wife’s team went through 12 dozen cider donuts, so really need to be prepared
    - Need probably 2-member teams for 5 hours at a time for 3 shifts and final team has to ensure clean up
    - The station would need to apply and “you get what you get”
  - Pizza Night is another option – which Pete will run point on
  - Maybe an auction night? Maybe just gift certificates online through GiveButter? Evan noted that this provides an opportunity for providers to become Underwriters, too

- Block Party in the summer is another option, but has to be in the summer – John has said he would run point on this if he has enough time
- Would help to have a calendar of all the festivals around the state to be able to plan ahead and enable more host involvement and to select where WOOL would have the most impact and response – need to be strategic – will look at more options at the next meeting
- Underwriting
  - GDR said they do underwriting by commission and ask for lots more money than we do – do we want to raise rate? \$190 to \$200?
  - Evan said batting about 1 in 10 as he goes around asking for underwriting support – thinks it would be good to have a one-page letter that describes it than have contacts made by WOOLies how have some connection to the potential underwriter

31 minutes into 2<sup>nd</sup> recording, the sound cut out – just clicks heard – listened for the remaining 23 minutes, but sound did not return

## 5. PROGRAMMING

## 6. NEW BUSINESS

## 7. ADJOURN

**NEXT MEETING: 6:00 pm, Wednesday, 13 March 2022**



## Treasurer’s Report

DATE: March 6, 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 February.

The balance sheet shows a \$2,048.74 decrease over last month. Our cash balance today is \$13,468.31. The diagrams show below P&L and Expense comparisons.

There were less donations received during the month of February while some expense was made towards marketing and equipment upgrades. Also, there is a slight discrepancy with the PayPal cash balance under \$1 that should hopefully balance itself out during the next month’s reporting period.

As always, send me any questions.

Thanks.

Respectfully submitted,

Eric Kallio

Assistant Treasurer



