

**WOOL Board of Directors Informal Meeting – No Quorum**  
**Great Falls Community Broadcasting Company**  
33 Bridge Street Bellows Falls VT 05101  
Wednesday, 13 March 2024  
6:10 – 7:43 pm  
MINUTES

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

**1. REVIEW MINUTES from FEBRUARY 2024**

- Not able to make formal review without a quorum, but last 23 minutes not available due to recording error – will review at next meeting

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

- Eric reported that there has been a decrease in funds due to equipment upgrade expenses and maybe some lower membership funds
- Slight discrepancy with PayPal but less than a dollar, so likely to sort out over time
- Tower rent was paid in February but did not show up in the report – Mascoma Bank dropped automatic payments and tower got overlooked –
- Might want to change bank to Brattleboro Savings and Loan or to another bank in Walpole to find one that does ACH payments to handle bill pay – Eric will follow up to make sure the bank does, then account can be moved – and they have free biscuits for your dog if it comes to the bank! Sadly, no free coffee.
- Tony thanks Eric for getting involved in the Treasurer work – “Quite capable” – when there is a full board, may want to consider making him the Treasurer

**3. ADMIN & TECH SUPPORT**

- Erin reported
  - Still collecting equipment for Studio B to be ready to set it up
  - Evan is putting together a list of parts and cables and so on that are needed
  - Still need to do a visit to the tower to see what’s what – Eric and Pete want to go – wait for snow to clear
  - Looking for stronger units for up at the tower – want to swap out the Brck to have digital capability – right now is still analog – also want to pull plug between computer there and USB cable at computer because it is constantly shutting down the computer
- John reported on Automator – something has happened to the back-up and “all of a sudden having all kinds of issues” –
  - it is not getting rid of the old show, and just piling them up –
  - Democracy Now was getting repeat plays and partial plays which John brought up with them and it seems better now
  - Has to change how some shows are set up to automatically play the second show when there are two in the folder – “We’re at the mercy of the producers because we do not have somebody here for every hour the station is on to monitor what’s happening”
  - At one point, back-up disc was full – now have it set so that old back-ups will fall off to make room for new back-ups
  - Dropbox now has a folder with relevant information on hosts and board and contact information

- Evan wants to put 2 computer monitors above the console –
  - Pete would build a ledge for them, but thought it should go through the Board to make that decision – will have to revisit it at next meeting
  - Eric asked about what the screens would show – Erin explained that these would be Automation screens – pulling things into a more centralized area – “a big change” – John wondered about the lighting over the console but Pete said that it had seemed alright – the ledge is needed for stability
  - Pete wants the Board to make sure that it is doing due diligence with these kinds of changes

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

- GiveButter – Erin provided update:
  - all current members are now imported into GiveButter
  - MailChimp mail list about one third entered now – difficult because MailChimp list only asks for email, but GiveButter needs full name – this is a list of about 300 folks – many more than are members
  - John suggested using blacksheepradio.org email to contact the emails to ask for their names
  - Would like to have an automatic thank you message worded to send out – Pete had planned to do this and will keep working on it
  - Need to connect GiveButter to our bank, once we have one settled
  - Daniel suggested that GiveButter be on a separate site from the WOOL website – but have to have a link so folks can get to it from the website – Daniel thinks we need to go slow and not immediately merge it into the website
- Pete related that we will be up to 43 new members, but had more than that at this point last year – most of the memberships coming in now come through PayPal with only an occasional check so having an internet way for folks to join seems to be important
- Merchandise pix and inventory have still not gone live on the website –
  - John said he could do it once he has the information –
  - Daniel has questions about the shipping – said we need a credit card linked to the site to print shipping labels – but we have just handwritten it and taken the package to the PO – there may be a WOOL credit card that can be used – Tony was contacted and said WOOL has a debit card with Mascoma Bank, so if we change bank we would need a new one
  - Pete suggested having one shipping charge for big items, so need to find out what the costs would be
- John brought up the WOOL Block Party that he is beginning to work on – wants input from Board
  - Considering Aug 24 or Sept 7 (which is after Labor Day weekend) – John prefers the latter date since folks back from vacations, but not too cold yet – members tended to agree with this
  - Need to settle date to be able to move ahead with getting site, getting permits, arranging vendor to sell alcohol, etc. and, most importantly, getting bands to play – will check with Don on this, too

#### 5. **PROGRAMMING**

- New host was not trained on Dropbox or how to record a show, so Pete & John will follow up with him
- John said there is a set procedure for getting new hosts set up – training, test, test on air, paperwork, fee, then submit back to Board for final approval – and cannot rush this out of excitement to get on the air
- New host Rick is all set to go
- John has Spinatron and BMI all set to go at the end of this month – has questions to ask WGDR -

#### 6. **PARTED WAYS**

**NEXT MEETING: 6:00 pm, Wednesday, 10 April 2024**



## 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

