

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 10 April 2024
6:03 – 7:55 pm
MINUTES

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

1. REVIEW MINUTES from FEBRUARY and MARCH 2024

MOTION: Don moved to approve February minutes as written, accepting that there is some missing time that cannot be recovered. Evan seconded. Passed unanimously.

MOTION: Evan moved to approve March minutes as corrected. Don seconded. Passed unanimously.

2. TREASURER'S REPORT (*see Attachment*)

- Review of Treasurer's Report
 - Eric reported that there has been a decrease in the balance but still in 5 figures and made suggestions for fundraising to make up shortfall –
 - Board needs to keep considering this although the expenses were legitimate costs for equipment
 - Board appreciated the pie charts and easier readability of the information
- Elevation of Eric from Assistant Treasurer to Treasurer
 - Tony is interested in stepping down and Eric feels ready to do the monthly reports -
 - Tony would remain available as a consultant as needed but will not need to attend Board meetings regularly unless he would like to – Eric will talk more with Tony about this

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

MOTION: Erin moved to make Eric Kallio the Treasurer. Evan seconded. Passed unanimously.

3. ADMIN & TECH SUPPORT

- Studio tech update
 - UPS batteries
 - Service plan accounts are taken care of, so we now have full access with \$55 per year for each account
 - We paid for 3 years for the 2 units – the batteries should be replaced every 3 years
 - Working on new machine and close to it being able to act as Automation back-up – Don may have a computer to donate
 - EAS Endec machine has been updated – so emergency broadcast device is up to date per FCC requirement -
 - Evan would like to schedule a Tech Day and invites anyone interested to join
 - Addition bus on Mic 1 has been wonky so Evan will look into it
 - Don has noticed that there is a slight problem with turntable 1 and it may need updated cartridge – he may have a cartridge he can supply

- Still on analog at top of the mountain – when roads are clear enough to get up safely would like to get up and plug it into the UPS – trail may still be icy – will figure out a day to go up there and need someone at the studio at the same time – Tony will be online backup
- This is the time of year when the room goes from cold to hot and as it gets warmer in the studio, Evan will need to come in to adjust from heat to cooling – “Don’t want to cook our computers over there!”
- Mail /voicemail:
 - Barely any memberships coming in – Evan may develop a PSA if needed once GiveButter is all set
 - Jason Sanchez became a member and wants to volunteer for the station – he is an IT guy – thinking of things he could help with such as updating the library – Evan will send an email to get ideas for what is needed at the studio that the volunteer could do
- GiveButter update:
 - It is now live – got the bank connected and seemed to go well – backend payment processor is linked to Eric’s email – want to have all Board members linked – Erin will send an email to Board members for this – this will allow, for example, adding new contacts – test payment seemed to have gone all the way through, though Eric has not yet located it – he will follow up – so really seems ready to go and we can send out 100+ emails at a time for a campaign and we have a nice intro letter that would be the email – membership from File Maker Pro and emails from MailChimp are both entered - still get some new ones which need to be entered
 - Don suggested getting a new Tile for the Opera House pointing to membership to send folks to the website especially now that we have GiveButter – Pete will reach out to the theater
 - Good idea to send heads up email letting people know that they will be getting an email from GiveButter and it really is from WOOL – then follow that up with the actual GiveButter email – could only add it to the Newsletter and encourage them to check it out
 - Don will get with Martin to update list from MailChimp since December, and to add notice to Newsletter
- Changes to studio and host broadcast station
 - Evan wants to move screen for automation to top of the wooden rack, leaving computer where it is, then replace that screen with a second screen for PC3, then add a new machine with 2 more screens over the production console – this would be back-up and a working production unit – has to do job of automation and PC3 – will be able to cross-fade between two machines –
 - This should allow more flexibility in doing the job – the host station will have high screen for automation and the clock – then 2 other screens over the console (fastened so they do not fall off and not overhanging the board)
 - Board agreed to pilot the new arrangement – Evan will set it up – need an external sound card and some cabling – Don has cable to donate – Board approved purchase of 4-channel sound card for about \$100

Evan moved that we move forward with the new arrangement with the purchase of needed equipment as a pilot then get Host feedback. Don seconded

4. **MARKETING**

- Memberships update:
 - Right now membership is \$25 /yr – should we raise that? To what?
 - Starts at \$10 for senior, regular \$25, \$60 sustaining, and now Erin has created Gold and Platinum levels → change \$20 student /senior and \$40 regular – change Host Fee to \$91.50 . . .?! The current \$60 fee was set up maybe 10 years ago – maybe have Hosts meeting to get their feedback
 - Right now have 46: 18 sustaining, 20 regular, 3 senior, 0 student, 5 host memberships
 - Maybe have others donate a gift membership – there is an option to make a one-time donation on GiveButter, too

MOTION: Evan moved to set a date for a Host meeting then notify hosts. Eric seconded. Passed unanimously.

- Merchandise sales online:
 - Sample hats are ready and Evan is getting pix to be uploaded to the website
 - Still have to add inventory numbers to the site – Evan has the numbers and can get them to John to add to the merchandise page
 - Evan will take pictures with the hats on a balloon to show them off
 - Want to get the merchandise page finally live!
 - Daniel needs the financial information as to which account the purchases online will go to – the e-commerce site needs to be linked to our site – Eric can connect with Daniel about this
- New marketing /fundraising proposals:
 - Don noted that the Welcome Center is starting to contact people about dates – we are waiting to hear on our request – But whatever date you ask for, you get what they give you
 - Pete submitted Pizza request – has heard that there were 25 requests submitted so now just waiting to hear – probably within the next few days
 - Block party → John said he has tried to reach out to Chamber of Commerce and they said everything goes through the Town Hall to use the WayPoint Center– sent email which seemed to have fallen on deaf ears, so will try to get him on the phone – hoping to have it on September 7th so it is after Labor Day weekend and before Westminster’s event – there is another band thing going on that weekend in Windsor that Evan will be at – maybe August 24th instead of September 7th which would let Evan be available to do sound
- Underwriting donation currently is \$190 per year, so suggested \$150 for 6 months and \$250 for 12 months
- Offer extra CDs to hosts? → just leave box out and let hosts leave a donation and take what they like
- Newsletter will be delayed because interview not ready yet – don will reach out to John Reed for Host Bio

MOTION: Evan moved to raise Student /Senior from \$10 to \$20 and Regular from \$25 to \$40, and offer option to donate a membership. Erin seconded. Passed unanimously.

MOTION: Evan moved to raise Underwriter donation to \$150 for 6 months and \$250 for 12 months, effective now. Don seconded. Passed unanimously.

5. PROGRAMMING

- New shows /hosts in the queue
 - Rick McEachern is the only trainee right now – going pretty good so far – Monday doing 1 hour show from 4-5pm then doing his test
 - Joanne Ehrenhouse is stepping down – just does not have the time to keep doing the show
- Spinitron and BMI
 - 4th Quarter logs – ready to be submitted but not done yet
 - Can we pay Spnitron for song identification again – \$19 more per month added to subscription - since not all the hosts do it, may be better to have it done automatically EVAN MOVE ERIC 2nd
 - *Radio Rethink* app makes stream signal sync with Spinitron but discussion tabled
 - Archiving shows with Pacifica = \$300 /yr – *Democracy Now* seems to be working right

MOTION: Evan moved to purchase the additional Spinitron service. Eric seconded. Passed unanimously.

- Spotify for hosts to use in the studio → tabled
- AnyDesk program → tabled

MOTION: Evan moved to purchase the additional Spinitron service. Eric seconded. Passed unanimously.

6. TABLED ISSUES

- Schedule June Annual Meeting
- Potential volunteer: Jason Sanchez
- Programming issues
- Spotify for hosts to use in the studio
- AnyDesk program

7. END of the TRAIL

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

NEXT MEETING: 6:00 pm, Wednesday, 8 May 2024



Treasurer's Report

DATE: April 8, 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 March.

The balance sheet shows a \$1,164.58 decrease over last month. Our cash balance today is \$12,346.16. The diagrams show below P&L and Expense comparisons.

The board should consider having a fundraiser during the Spring months in order to help offset the expenses incurred in the early months of 2024.

As always, send me any questions.

Thanks.

Respectfully submitted,

Eric Kallio

Assistant Treasurer

