

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 9 May 2024
6:00 – 7:59 pm
MINUTES

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

1. REVIEW MINUTES from APRIL 2024

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

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

- Reducing our expenses – transferred some money from PayPal to keep checking account stable
- Donations coming in from GiveButter and more coming in
- Cash balance over \$11,000

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

3. ADMIN & TECH SUPPORT

- Studio Tech Update
 - UPS Batteries
 - Climb any mountain?
- Changes to Studio & host broadcast station – new shelf and beyond
 - Studio is reconfigured with new monitors
 - Waiting to get feedback from hosts on how well it works
 - Trying to get hosts away from YouTube so looking into other software for music from the cloud
 - Evan needs to purchase another set of mounting brackets and another wireless mouse for the new machine – total expense about \$125
- GiveButter update – thank you, Erin!
 - Erin finding that emails are going out – possibly some duplicates as folks use more than one email
 - Have received some donations back - \$1350 so far
 - FileMaker Pro data were updated to GiveButter but GiveButter “not so good with history” but will be able to track from this point forward
 - Some new memberships are coming in and being added to FileMaker Pro because coming in through snail mail –
 - But the data can be entered through GiveButter, giving a central point for the information
 - GiveButter can accept PayPal
 - Right now people give to WOOL through checks, GiveButter, and PayPal
 - If someone just gives \$10, but not a member, not clear how they are listed with GiveButter
 - Pete and Erin will talk more to work out the wrinkles then report back – also reporting for Treasurer
- Evan will purchase a surplus battery that WOOL has for its purchase price of \$25, which was agreed to
- Clean-up day went very well – thank you Evan for driving – things look really good now
- VAB – Alternative Broadcast Inspection Program – free program to give us feedback on what we are doing right and what needs change to meet Federal guidelines

- Archives of show recordings
 - Erin has noticed more storage space so boosted up the quality of the recordings now and the hard drive space is holding steady
 - Recordings are saved for 2 weeks, then the oldest one rolls off and new one comes on
 - Erin is looking into possibly uploading the shows to a secure cloud site – Google for Nonprofits?
 - Could make the shows accessible to the public through the website
 - Erin would trial it first before opening it to the public

MOTION: Erin moved to approve \$125.00 for Evan to purchase additional tech materials. Don seconded. Passed unanimously.

MOTION: Don moved to sign up with the VAB Alternative Broadcast Inspection Program. Erin seconded. Passed unanimously.

4. MARKETING

- Memberships update
 - 53 paid members about equal between regular and sustaining
 - 17 active hosts but 2 new hosts in the offing
 - Only 7 paid hosts so need to follow up on that
 - Website is updated with the new fees the Board agreed to
- Merchandise sales on website
 - Evan thinks all the information is ready to go live
 - Recommends a shipping program which will calculate costs and make labels and so on: \$110 /yr
 - Need to get PSA out and encourage hosts to give out information about the merchandise
- On-Air membership drive → this is recommended by other stations who have had good success with it
 - The other station has more live hosts to promote it than we do
 - Our host numbers are dropping not gaining
 - May need to find ways to get current hosts to be more active about encouraging memberships and donations to WOOL
 - May need to consider PSAs encouraging more folks to become hosts - maybe a host gathering?
 - Don will come back with more ideas
- New marketing & fundraising proposal
 - June 8th Bellows Falls Festival
 - June 16th VT Welcome Center – important to ensure we have enough donations of stuff
 - September 14th Fall Festival in Chester → Evan has suggested that he could emcee and stream music in between the live performances – waiting to hear from promoter who is arranging the bands – if they accept this we would get a better booth location and not have to pay the \$50 – more information at next meeting
 - September 14th Westminster Festival → conflicts with Chester Fall Festival!
- Newsletter – going to spam?!
- Underwriters
 - Depot Home Center has now signed up – thank you, Erin
 - Ask hosts for ideas of businesses to contact – Evan is great at following up on the contacts
 - Need new PSAs so not always hearing the same thing

MOTION: Evan moved to purchase yearly shipping calculator service through the PO. Don seconded. Passed unanimously.

5. PROGRAMMING

- New hosts /shows
 - Rick McEachern – did well with training, has a name for his show and a description: *Bellows Hellos* variety morning show on Thurs 6-7am
 - Max Eckhardt – Pete just began training him this week – seems promising – wants a music show – has paid his Host Fee – *RunDFunk*
 - John is updating one of the questions on the Host Test that has been problematic
- Spinitron and BMI
 - 1st Quarter logs have been sent
 - Spinitron song identification working? → John says may need more fixing
 - Eric find it does not pick up all of his songs and when it does it does not always pick up the right version
 - Melissa notices this, too
 - Don said it worked well for him – 99.9% - also fro Erin and Pete – only a few things to fix compared to a few weeks ago –
 - Something with the vagaries of the internet in this building? Erin thinks it is the WiFi – Evan suggests a new router – he has one he can bring in to try
 - This past week John turned off the portion sending out the play list, so now it is only “listening” and maybe that has made things better now
 - Send note to hosts and get feedback on how much better or not it is working now
 - Do not need to correct if it gets the right song and the right performer, but the wrong album – say the Live album versus the original release
 - Radio Rethink app – makes stream signal sync with Spinitron → TABLED
- Archiving shows with Pacifica - \$300 /yr service - TABLED
- Spotify for studio hosts → TABLED
- AnyDesk program → TABLED

MOTION: Evan moved to accept Rick McEachern’s new *Bellows Hellos* show. Don seconded. Passed unanimously.

6. NEW BUSINESS

- Planning Annual Meeting – June 30th – coming up soon!
 - Discussion of having another separate Host Meeting or adding item about raising Host Fee at the Annual Meeting to have only one meeting
 - Need to put together reports for specific areas (Treasurer, Tech, etc.)
- Potential volunteer – Jason Sanchez → TABLED

7. ADJOURN

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

NEXT MEETING: 6:00 pm, Wednesday, 12 June 2024



Treasurer's Report

DATE: May 7, 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 April.

The balance sheet shows a \$687.02 decrease over last month. Our cash balance as of April 30 is \$11,616.71.

The diagrams show below P&L and Expense comparisons.

The recent efforts to update the WOOL website for fundraising have contributed towards reducing the decrease in funds to the station. There was a \$2,000 transfer from PayPal and into the Mascoma checking account in order to help keep the balance steady in the checking.

As always, send me any questions.

Thanks.

Respectfully submitted,

Eric Kallio

Treasurer



