

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 12 June 2024
6:00 – 7:30 pm
MINUTES

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

1. REVIEW MINUTES from MAY 2024

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

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

- Continuing through donations to reduce shortcomings so cash balance is holding steady around \$11,000
- No new large expenditures this past month – regular expenses run around \$400 with another \$510 a month tower rent

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

3. ADMIN & TECH SUPPORT

- Studio tech update
 - New machine (PC2 – backup automation) is working pretty good – slowly being adopted by hosts
 - Tech updates continue – not ready to be used for recording yet
 - Evan finished manual for console and needs to edit and add pictures
 - Added USB and SD card reader to PC2
- Erin presented making a new webpage for underwriters now that she has a full list of the underwriters
 - Will have links to their websites
 - Not advertising but a thank you
- Need a way to process credit card payments at offsite locations –
 - for donations and for merchandise
 - Square Space –Eric can hook this up as a WOOL service linked to our bank
 - Melissa has card reader to donate
 - Not needed at Welcome Center event since not allowed to sell – just donations – then send thank you
- Erin is also working on a way to put local shows on an archive on the website → in process
- Evan has to take another approach to the auxiliary mixer since it does not fit in the rack
- Evan suggested having one day a month as a regular Tech Day - will send email to hosts about it
- Turntables seem to be working better
- Studio B still pending – will be started after other Tech issues are settled
- VAB – Alternative Broadcast Inspection Program
 - We are signed up for it and received questions from them to prepare for it – Bruce handling this
 - Need to schedule a day for the actual inspection
 - We need some help with the EAS
 - We are looking at ways to log in EAS reports weekly. The inspection should help with protocol for this.

4. MARKETING

- Membership update –
 - Total paid right now is 79 – last year at this time it was 128
 - 93 have not renewed
 - Probably due to delay in sending out mail seeking renewed memberships
 - Will check mailing list not to contact folks who have just renewed
 - Erin has a draft letter for this
 - Will schedule a peel'n'stick for after the 4th of July
 - 19 current hosts – 10 of which have paid
- Website merchandise page → about to go live – still working on shipping feature
- Bellows Falls Historic Preservation Conference studio tours
 - Went well with about 60 people making tours
 - Somebody videotaped which will appear on FACTV –
 - FACTV also wants to make a “learn to be a DJ” video which would be a good embed for our website
 - It will also be on YouTube
- Bellows Falls Festival → success → covered cost of the booth and made a presence in the community
- VT Welcome Center – June 16 → THANK YOU, DON!
 - Need cash box and donation jars
 - Evan will collect any donations left at Studio on Saturday
 - Don has about everything else needed – he and Melissa are taking the first shift
 - Let folks who are coming later know if anything else is needed later in the day
- SOOL concert at 33 Bridge August 15th at 6pm
 - Erin is bringing drum stuff
 - Evan will be doing interviews of the band before the show
 - We will not be streaming the show, but might broadcast after the fact
 - Ticket prices will be \$10 online or at the door – all money goes to SOOL
 - Erin will put a link for ticket purchases on WOOL website to Stage 33
 - Need to have WOOLies at the event to take tickets, sell merchandise, etc. to make a WOOL presences – maybe give tours of the studio? Set up looped PSA
 - Bruce will look into legality of using a fog machine – Melissa has one to loan if we decide to use it
- Block Party → TABLED
- Westminster Festival September 15th
 - Don will MC and needs PA system – Evan will loan his
 - Maybe some food? Popcorn machine?
- Chester Fall Festival September 21-22
- Underwriters
 - Cannabis store in Chester is interested but all cannabis advertising has to go through the State Cannabis Control Board –
 - Have to show that most of audience is not under 21 → use membership data?
 - Cannabis Control Board has to approve the spot – although it is not actually an ad
 - Jamaican Jewels – but waiting till can afford it then will get back to Evan
 - Evan is still contacting others both new and those who agreed but have not paid yet
- Unfortunately, Okemo Festival same time as WOOL Block Party – August 24th –
 - Need to talk with John about what else he needs help with → send email
 - He has venue, bands, Evan bringing PA system

5. PROGRAMMING

- New hosts /shows in the queue
 - Max Eckhardt – passed everything and knew how to use turntables – kind of Latin / International – Thursday 9-10pm: *Bauer Rundfunk*

- Wine Show → TABLED
- Short story /literary show → TABLED
- Spinitron & BMI logs → TABLED
- Recorded show promos to cross promote WOOL shows, especially for new hosts, then work it into automation- Erin has started this and is contacting other hosts
- Spinitron song identification
- Getting hosts more involved with WOOL
 - Need for Host Meeting
 - Need hosts to recognize importance of volunteering for WOOL beyond just doing their show
 - Need active email address for each host to ensure contactable

MOTION: Don moved to approve Max Eckhardt as new host on Thursday evening with *Bauer Rundfunk*. Eric seconded. Passed unanimously.

6. NEW BUSINESS

- Annual Meeting June 30th
 - Bruce has draft of Annual Report ready
 - Still need other reports prepared, such as Treasurer, Tech, Programming, etc.
 - Don will finalize the document and make PDFs, then print 20 copies for the meeting – the PDF will go out to Board
 - Erin will send email notice of meeting before he leaves town

7. ADJOURN

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

NEXT MEETING: 6:00 pm, Wednesday, 10 July 2024



Treasurer's Report

DATE: June 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 May.

The balance sheet shows a \$145.53 decrease over last month. Our cash balance as of May 31 is \$11,471.18.

The diagrams show below P&L and Expense comparisons.

Although donations were slightly reduced during the month of May, the expenses at the radio station were reduced during the month that helped offset any losses.

As always, send me any questions.

Thanks.

Respectfully submitted,

Eric Kallio

Treasurer