

**WOOL Annual Members & Board Meeting**  
**Great Falls Community Broadcasting Company**  
33 Bridge Street Bellows Falls VT 05101  
Wednesday, 30 June 2024  
11:01am – 12:19 pm  
MINUTES

**Attendance:** Bruce Sterling (President, Border Pete), Don Dawson, Eric Kallio (Treasurer), John McCann, Evan Parks, Erin Petrie, Skye Payne (minutes)  
**Hosts/Others:** John Reed (Host), Charles Andros  
**Absent:** Melissa Berry Brown

**1. CALL to ORDER**

- Introductions were made
- Next year is 20<sup>th</sup> anniversary so want to think about how to celebrate
- President commented on how much has been accomplished in the past year as noted in the Annual Report (this will be uploaded to the website)
- A lot of improvements to the website the station – many thanks to all who have helped!
- There was a discussion of whether the meeting should be in January or February instead of June –
  - Board will take this up at next meeting
  - Treasurer stated that the fiscal year for WOOL is Jan-Dec, not July-Jun, so his end of the year report is done in December
  - President reported that he remembers Annual Meetings have always been in June

**2. REVIEW OF MINUTES: June 2023 MEETING**

**MOTION:** Don moved to accept 2023 minutes as corrected. Evan seconded. Passed unanimously.

**3. TREASURER'S REPORT**

- Eric presented that the station is still doing OK keeping a balance, though not as much as previously
- Fundraising events and donations are helping
- Outlook is good – but need to stay diligent with functions and building memberships and donations
- Amazon Smile program has stopped so no donations from there anymore

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

**4. TECH REPORT**

- Erin summarized Tech Team's efforts over the past year to make the station "to be more listenable, more attractive and more engaging for listeners." Highlights:
  - Efforts to make equipment on the mountain more safe and functional
  - New UPS units to keep station on the air when there are power excursions
  - Lots of improvements with automation – many thanks to John McCann for his efforts with all of this – "He does a really big job without complaining"

- Upgrades to Host station have been made and work started on new Studio B to be back-up studio and offline station – can also help if someone has back-to-back shows
- Border Pete mentioned that upgrades at the Host Station provides for back-up if computer goes down
- Upgrades to WOOL website, merchandise page, and GiveButter have all been made
  - Shipping is automatically calculated for merchandise sales now - Got first order the other day!
  - There are enhancements to the website for underwriters
  - GiveButter portal is managing memberships
  - Testing 2-week archive for local shows – not yet shared out
- Many thanks to the Tech Team for all their hard work – “We’re a much better station for it”

## 5. PROGRAMMING

- Currently have 5 new hosts (somehow *Popsy’s Picks* got left out of the Annual Report; the other 4 are there)
- There are also some folks inquiring about new show possibilities – always open to having more local hosts!
  - Don put ad in Westminster paper encouraging folks to consider becoming a host –
  - Evan will check out having a story in *Chester Telegraph* –
  - Will also look into getting a slide in at the local theaters pre-show display – can emphasize the live steaming to bring in more listeners
  - Evan doing video with FACTV on how to become a host which will then be available on YouTube
- Several hosts have also had to stop their shows – breaking about even in number of new and left

## 6. MEMBERSHIP

- Membership Report – total so far is 83 down from 128 in June of 2023 –
- Did not get renewal letters out as usual this year –
  - Using GiveButter this year which saves the postage and paper costs, but made a delay while getting set up
  - Now we have a process and database all set up so we can start earlier in the year next time
  - Have made increases to membership fees for different levels except for Host Membership, which the Hosts have to decide on
  - Need to do some paper mailing still, since some folks prefer that
- Possibly do some Facebook ads for a period of time to see how it helps

## 7. MARKETING

- WOOL Newsletter – coming out soon
  - Don reported that getting interviews done is a push –
  - Evan suggested someone Don can contact who does interviews
- Underwriting
  - Have gained Pizza Palace as an underwriter
  - Evan following up on some others
  - Most who are already underwriters are renewing
  - Would like to get more NH underwriters, too
  - Checking with hosts on any connections that could help with this
- Events
  - Many have been done – the I-91 Welcome Center in June was a highlight!

- Chester Fall Festival last year and again this year
- Saxtons River 4<sup>th</sup> of July coming up
- WOOL Block Party in August in Bellows Falls at Waypoint Center
- Westminster Festival on September 14<sup>th</sup>
- Want to do more events, but be smart to be able to maximize return for effort since limited number of volunteers

## 8. ELECTION OF DIRECTORS

### Slate of Directors:

Melissa Berry Brown

Don Dawson

Eric Kalio (Treasurer)

John McCann

Evan Parks

Skye Payne (Secretary)

Erin Petrie

Bruce Sterling (President)

**MOTION:** Erin moved to approve the slate as presented. Evan seconded. Passed unanimously. The Secretary cast vote to accept the slate.

## 9. NEW BUSINESS

- Open discussion: What next for WOOL?
  - Possibly have a Tech Day on the 4<sup>th</sup> Wednesday of each month for folks to put in volunteer hours helping to manage the studio

## ADJOURN

**MOTION:** Don moved to adjourn. Erin seconded. Passed unanimously.