

**WOOL Board of Directors Meeting**  
**Great Falls Community Broadcasting Company**  
33 Bridge Street Bellows Falls VT 05101  
Wednesday, 17 July 2024  
6:00 – 6:56 pm  
MINUTES

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

**1. REVIEW MINUTES from JUNE 2024**

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

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

- Increase – \$12, 063.40 as of June 30
- Boost from sales and from recent donation

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

**3. ADMIN & TECH SUPPORT**

- Studio tech update:
  - 2 week archive for local shows seems to be working correctly so may be able to go live soon – Erin said that she is ready to make it happen – need to be sure folks understand it only covers a 2-week period time with shows rotating off and new ones rotating on automatically
  - The shipping calculator requires credit card number but need sign-in to be able to do that – tight security!
  - Everything was protected and worked well through the severe electrical storm last night
  - Prefer hosts to use Ethernet connections rather than WiFi as WiFi is more unreliable
  - Still have to go up to the mountain to switch out the BRIC - Pete & Evan will do this
- VAB – Alternative Broadcast Inspection Program –
  - form to fill out and have to answer every single question, so some work still to be done then resubmit it
  - Need to get some technical information from engineer

**4. MARKETING**

- Membership update: up to a total of 86 members – still have some Hosts who have not paid up yet – need to send out snail mail outreach
- Saxtons River 4<sup>th</sup> of July – it was a success! Able to broadcast live in high fidelity with Ethernet connection
- Westminster Festival September 14<sup>th</sup> – There is a committee meeting in Westminster on July 22<sup>nd</sup> to get more information – need to have a plan and volunteers
- Block Party August 24<sup>th</sup> – only one band has confirmed so far –so better to pull the plug for this year, then start planning now for August 2025
- Silent Auction November → still thinking about options –perhaps through GiveButter with Gift Cards
- Underwriting
  - Bellows Falls Dispensary issues –
    - More complications with state and Federal regulations regarding this

- Could run spots through streaming and possibly on the website
- State has many hoops to go through for the ads and our FCC license disallows doing business with an “illegal” enterprise, as cannabis sales are still Federally banned
- New Hampshire has not legalized cannabis so a problem with these ads going into their signal space
- Recommendations from others including the VAB and WGDR (who had been told that they would have to *prove* that the message was not impacting minors) are that we not pursue this at this time - Board agreed with regrets
- The underwriter fee will be returned to the Dispensary
- SOOL concert at 33 Bridge August 15 – need to set up kiosk and start promoting it on air – Would like to have the station open for visitors and use the event interview for the newsletter as well as the event

## 5. PROGRAMMING

- New hosts /shows in queue
  - Cynthia Reeves – wine show – training starts first Monday in August – question about her Host fee whether paid yet or not - issue with use of alcohol in the station as hosts may not broadcast under the influence – prerecording the show would be appropriate as they cannot be using at the console – will get more information from Cynthia
  - Gary Coger – has paid Host Fee – his show starts this July 22 – monthly theme with various music
  - Short story /literary show - have not heard back from the potential hosts
  - John Sawyer – John McCann will contact him to get more information about his return - concerns about his not following station rules toward the end of his last show (using Spinitron, communicating with the board, having the same show repeat too often, etc.) – needs to have review of rules and pass test and sign a new contract even
- Spinitron & BMI
  - 2<sup>nd</sup> Quarter logs
  - Spinitron song identification not working with CD player –
    - Evan tested it and seemed OK but Pete finding it does not work for him –
    - Spinitron only logged songs not played on the CD player –
    - Evan said the CD player may need to be recalibrated before every show or watch logging and give slight speed change up or down to see if logging reappears
- Recorded show promos and more (*tabled*)

## 6. NEW BUSINESS

- WOOL Board Officers –

**MOTION:** Don moved to accept the slate of officers as currently constituted. Eric seconded.  
Passed unanimously.

## 7. ADJOURN

**MOTION:** John moved to adjourn. Evan seconded. Passed unanimously.  
**John Evan**

**NEXT MEETING: 6:00 pm, Wednesday, 14 August 2024**



## Treasurer's Report

DATE: July 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 June.

The balance sheet shows a \$592.24 increase over last month. Our cash balance as of June 30 is \$12,063.42.

The diagrams show below P&L and Expense comparisons.

The Vermont Welcome Center Events held on Father's Day was a modest source of income for the station during the month. Unsolicited donations remained somewhat steady along with the regular and sustaining membership contributions. The launch of the WOOL hat sales is helping to increase the income stream.

As always, send me any questions.

Thanks.

Respectfully submitted,

*Eric Kallio*

Treasurer

