

WOOL Board of Directors Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 20 February 2025
6:00 – 7:55 pm
MINUTES

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

1. REVIEW of MINUTES from January 2025

MOTION: Eric moved to approve January minutes as revised. Don seconded. Passed unanimously.

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

- Had another good month – \$20,647 in Mascoma at end of the month
- Did pay BMI annual fee and some equipment upgrades as expenses
- Good trend to be in the black two months in a row

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

3. ADMIN & TECH SUPPORT

- Studio tech update
 - PC2 now capable of recording production using AUX Bus – Tech Bulletin sent to Hosts with relevant information – if PC3 were to go down, this would provide back-up
 - Have received a computer which Erin is restoring
 - Sonobus is working but important to have hour of silence when using Sonobus for remote broadcasting – need to monitor live FM signal while using it – no dump button, so have to be very attentive to what is being broadcast live
 - Could use some new equipment:
 - Need a 2nd router same as the current one to be cloned in event that the current one goes down
 - Field recorder needs a case – maybe about \$50? – needs better travel case than a cardboard box
 - Replaced a fan in PC3; new headphones & batteries are here – Evan & Erin have a tracking board for tech updates in the office
 - End Deck (EAS) machine is no longer made so cannot upgrade –
 - ❖ two other alternatives, but both are expensive – Erin and Evan checking into other options –
 - ❖ If our machine dies, we would have to notify FCC via VAB that we are out of compliance and to seek waiver, which would allow us to remain on the air without emergency alerts
 - ❖ Could possibly have a Sirius connection through satellite – this is a nationwide broadcast problem, not just WOOL
- Bill pending in Montpelier that would offer funding up to \$25K to stations for any changes needed to update emergency broadcast system
- Still some intermittent legal ID issues getting it to play automatically – John has been working on this – good idea for hosts to read out the legal ID at the beginning of each hour just to be safe

MOTION: Erin moved to budget \$225 for pending tech needs. Evan seconded. Passed unanimously.

4. MARKETING

- Memberships update: 11 sustaining, 8 regular, and 2 host have come in
- Membership renewal letters
 - Email – GiveButter in spring highlighting station needs which should go out as soon as possible
 - Paper mail can go out shortly after – Bruce working on it
- Grants
 - Mascoma Bank – want something in writing, which Eric is working on – can ask up to \$25K
 - *Rockingham Community Grant* – they would like us to present when we have all the ducks in a row in order for them to give a final response – need to get Ira to tower
 - *VT Humanities and Social Justice Grant* – Don looked into this – not for tech, but could support a series on the air that is related to social justice – may not be a fit for WOOL
 - *Ben & Jerry's Vermont Community Grant Program* – Don put in on February 6th for \$15K – waiting to hear – Don will follow up in 30 days
 - *Fiver* grant writers – for a fee, they will go find grants appropriate for the station's need, then will walk us through the process of applying – no guarantee of actually obtaining the grant
- 20th Anniversary
 - Could put in a new QR code to obtain donations specifically for 20th Anniversary Upgrade Fund – Eric will do this through Mascoma Bank
 - For GiveButter, there is already an upgrade fund on the website for monthly donations for this - Erin will add the QR code to the website
 - John working on Block Party – need hosts to help but have to go through “serve safe” training – *Popolo* owner, Darlene, willing to help but cannot use her own people on a weekend – need to consider insurance costs – need to reserve Waypoint Center then line up bands and so on
- VAB Summit meeting which Erin and Evan attended in Montpelier
 - Try to synergize with local Community TV station – need to look into connection points such as having a camera for in-studio guests – Evan will invite FACTV to studio for more discussion
 - Suggested shared repository of media for podcasters, radio, etc.
 - Erin will follow up on Vermont Media Exchange
 - Discussion on fundraising suggested interrupting syndicated shows for fundraising messages to reach audience
 - Cannabis ads are troublesome but OK on live stream pre-roll
 - Join forces with Vermont Community TV Broadcasters officially . . . ? This would offer lobbying options but also fees
- Jamaica Jewelz is now a new underwriter

5. PROGRAMMING

- New hosts /shows in queue
 - Cynthia Reeves is coming along well with recording her wine shows – Evan helping – making sure FCC guidelines are followed
 - John from *John & Johnny* thinking about coming back with a new metal show Fridays at 12am,
 - As is Max Eckardt with *Landfunk*
 - Linda Hurley is thinking of coming back with a new show – had had a polka show previously
 - “Tectonic” is a syndicated show from WFMU which came in as a listener recommendation – talks about technology – John will look into it
- Re-airing local shows during the week v. Pacifica /Syndicated – set up programming committee to work out specifics
- Anything new on local news and affairs shows? (e.g., VT Digger, NH Public Interest) (tabled)

- Update: restart a Stage 33 Live show (tabled)
- There is now a corrective actions folder for making sure we do not use any promotional language – if we find any problems, we have a folder now for documenting what it was and how it was corrected
- Annual Meeting → date set for June 8th at 11am
- Need to have a Host Business Meeting, too, to go over new rules and procedures → Sunday April 6th 11am
- John got all BMI stuff done and sent in for last quarter

MOTION: Evan moved to hold Annual Meeting on June 8th. Eric seconded. Passed unanimously.

6. ADJOURN

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

NEXT MEETING: 6:00 pm, Wednesday, 12 March 2025



Treasurer's Report

DATE: February 10, 2025
TO: Great Falls Community Broadcasting Board of Directors

Black Sheep Radio Community,

See attached financial documents for our current position as of the end of January.

The balance sheet shows a \$687.63 increase over last month. Our cash balance as of Jan. 31 is \$20,647.07

The diagrams show below P&L and Expense comparisons.

A grant from an anonymous donor along with variable modest upgrade funds resulted in another positive month of growth with the balance sheet. BMI music licensing was the largest expense of the month while the positive cash flow allowed for some replacement/upgraded studio equipment to be purchased and installed.

As always, send me any questions.

Thanks.

Respectfully submitted,

Eric Kallio

Treasurer

