

WOOL Board Meeting & 20th Anniversary Annual Members Meeting
Great Falls Community Broadcasting Company
33 Bridge Street Bellows Falls VT 05101
Wednesday, 8 June 2025
11:03am – 1:03 pm
MINUTES

Attendance: Bruce Sterling (President), Melissa Berry Brown, Don Dawson (Newsletter et al.), Eric Kallio (Treasurer), John McCann (Programming, Tech), Evan Parks (Tech), Erin Petrie (Tech), Skye Payne (minutes)

Hosts /Others: Gary Coger, Cheryl Gay Sherwin, Mark Piepkorn, Don Trettler

1. CALL to ORDER

- Discussion of some of the origins of WOOL and its connections to the community
- President reviewed accomplishments of the past year highlighting 3 of the 20 most significant – “We don’t get to everything, but we’ve done so much”
 - Summer 2024: passed alternate inspection process with only a few minor issues to address which was done and were certified through VAB – this means no further inspection for three years – reviewer was very impressed with the station so thank you to the Tech Team
 - Developed an Archive for shows -rotates new shows in as the archive only holds a show for 2 weeks
 - New possibility for state funding as WOOL has joined in with Vermont Community radio and TV group – community TV gets state funding, but radio has not, but now it has passed in the State budget – not clear whether the Governor has signed yet – a grant process is expected to be developed – the funds are to be used for Emergency Broadcast System – suggestion was made to partner with FACTV, too

2. REVIEW OF MINUTES OF June 2024 MEETING

<p>MOTION: Evan moved to accept 2024 minutes as corrected. Melissa seconded. Passed unanimously.</p>

3. TREASURER’S REPORT (see Attachments)

- In May 2025, third month finishing in the black with current total balance of \$23,452.90 which is a \$12,000 improvement over last year at this time and WOOL is now able to afford to put \$7500 in a CD – seems to be due to fundraising drive for transmitter and membership renewals coming in and not as many expenses – next month the tower rent will go up 3% so slight increase in expenses is expected – the rate charged to WOOL is within the expected range that other stations pay and is well below what some others pay – agreement runs till 2037
- In 2024, over the year has been positive in terms of cash flow – especially with building in Give Butter – getting grants seems a positive direction and if a loan was needed, WOOL has good credit – also done well with merchandise sales and have more underwriters now – “We’re in a good trajectory and off to a good start in this coming year.”

<p>MOTION: Evan moved to accept both Treasurer’s Report as written. Melissa seconded. Passed unanimously.</p>
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4. TECH REPORT

- Emphasis has been on keeping the performance reliable and of good quality
 - Toward this end, new computers have been added that add considerably to the reliability of productions – still would need to have Admin PC by October, but in good shape at the broadcast desk and at the rack
 - Have also improved the merchandise section of the website and seems to be working well though do not get many orders through the website – but also makes ordering at an offsite show easier because we can take credit card and save shipping costs
 - Have also reactivated the Facebook page – postings need to be sent to Evan to help manage what is going up on the site – Host can add a link to specific sound content or show in the submission to Evan – Hosts are encouraged to come forward with ideas for how to use social media
 - WOOL is also getting an Instagram presence, which will also require sending submissions to Evan before they are posted
- WOOL has improved ability to handle offsite shows –
 - Next run will be the July 4th Festival in Saxtons River –
 - Evan is putting together a kit so anyone who wants to broadcast live offsite can use the kit and be all set to go – Host needs to sign up ahead of time if planning to use this –
 - WOOL will also be broadcasting live throughout the day of the Block Party if any hosts want to be part of that, get in touch with Evan –
 - If Host is broadcasting their own show, Host needs to upload the silent hour (Create Silence in Automation) then just go ahead with broadcast through SonoBus – Legal ID should broadcast at beginning and end of the silent hour – Host needs to check to make sure the show is actually on the air
- May need to update the equipment list with the insurance company – Eric will look into this –
- WOOL now has new back-up gear – Tech Team has been going through the system to look for single points of fail and fixing back-ups for them - “robust redundancy”
- Transmitter update – engineer made it up to the site and has given information on what is needed in equipment for back-up then Evan has to look up the costs - especially in winter, it is so hard to get to the tower that having reliable equipment is crucial – looking into grants and possible loans to meet the costs – also looking into changing provider away from Comcast and hope to get fiber service – Comcast has not been as reliable as we would like – lightning strikes have taken out service twice in past 2 years – “The patchwork of wires is just terrible.”

5. PROGRAMMING

- Have had a lot of shows go away so John has put in 8 new syndicated shows for these slots
- There are a couple of new hosts coming on air – still waiting on the wine show – another is a woman named Miriam Jones from Springfield who wants to do a talk show with call-ins but may also add some music in and she is very enthusiastic; she is joining with Evan for training -
- Hosts need to be aware that once they have played an Evergreen show as back-up, they need to replace it with something else so listeners are not hearing the same shows over and over
- Vermont Community Broadcasting is looking to find ways to share shows across stations – VT Public radio is also playing some community material – especially valuable for sharing issues, not just music -

6. MARKETING

- Newsletter went out Qtr1, but not Qtr2, though hoping to get one out for Qtr3
- We have more underwriters now and Evan continues to work on this – we have doubled the count from last year
- Using AI to help with keeping MidRiver Bulletin Board entries more focused and helpful
- Grants are still being pursued along with other fundraising efforts and Trevor is helping through the new Volunteer Coordinator position

- Upcoming events include Pizza Night, June 10; VT Welcome Center, June 22, Walpole Old Days, June 28th; and Saxtons River July 4th Festival.

7. MEMBERSHIP

- Membership renewals and lick'n'stick went out – now up to 108 members with an increase in the number of sustaining memberships to 48 – last year at this time there were 83 total members with 38 sustaining, so this is nice growth
- Another renewal letter will go out next month for folks who have not renewed yet – but on track and doing better than we did last year

8. ELECTION of DIRECTORS

Proposed Slate of Directors

Melissa Berry Brown

Don Dawson

Gary Cogger

Eric Kallio

John McCann

Evan Parks

Skye Payne

Erin Petrie

Bruce Sterling

Don Trettler

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

9. ADJOURN

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

NEXT MEETING: Annual: June 2026 Board: July



Treasurer's Report

DATE: June 7, 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 May.

The balance sheet shows a \$602.84 increase over last month. Our cash balance as of May 31 is \$23,452.90

The diagrams show below P&L and Expense comparisons.

The 2025 transmitter campaign has seen some modest donations. The membership renewals have been consistent and increased over the past month. The Certificate of Deposit earned its 1st month of interest. The expenses were the usual amounts with a minor expense for snow removal related to this past winter.

As always, send me any questions.

Thanks.

Respectfully submitted,

Eric Kallio

Treasurer

