

# Minutes

## WOMR Board of Directors Meeting – 3PM May 11, 2016 At Seamen's Bank, Wellfleet

**Present:** Tony Pierson, Mary Lyttle, John Braden, Sheila House, Chuck Cole, Fred Boak, Carol Courneen, Bob Weiser, Susan Lindquist, Seth Rolbein, Vernon Porter, Rick Sigel, Ed McManus

**Not Present:** John Yingling, Bruce Bierhans

**Public:** Dave Wilber

**Meeting started at 3:03 PM**

**Public Comment:** None

### Approval of the April 12, 2016 minutes

Motion made by Vernon Porter; seconded by Chuck Cole  
Approved unanimously

### NEW BUSINESS

- **Finance Committee Report** (Ed McManus):

1. Pledge Drive:
  - A.) Breakdown of each towns' fund drive contributions presented. Suggested to use pie charts, graphs, other visual breakdowns when presenting fund drive, pledge details
  - B.) Soft sell for 10 days compared to last year's 14 days
  - C.) Board participation questioned and encouraged
  - D.) Asked whether many new members signed up during fund drive. This is something to track regularly.
2. Suggestion made that every Board member give a friend a membership. This should encourage new listeners and hopefully new long term members. Won't cost anyone anything.
3. Underwriting is getting new accounts
4. Chris is following up on why some did not renew. He is actually getting some to renew once contacted.
5. Endowments: we need to revisit and promote this more
6. Financial reports: have not been being sent to Board members recently and it has been requested that they be sent quarterly
7. Summer Fund Drive scheduled July 22 – August 4

- **Executive Director Report**

1. Dead fox found in gap in the building. Pest control came and got him out. Screen put over the gap.
2. Triathlon: 1) Some new sponsors, some old sponsors have returned, 2) Cape Air sponsorship switched from CranJam to Triathlon
3. Matt to go to National Federation of Community Broadcasters in Colorado, June 9- June 11.  
Justine, Ira and John to go to 3 of the full day preconference workshops for the Public Media Development & Marketing June 10
4. Amy Goodman tickets on sale on line

5. One identified priority for schoolhouse done since last Board meeting: Gutters repaired by Cape Cod Gutter Monkeys.  
Suggested that business be approached to become a business member.

- **Strategic Plan: Establishing a Satellite Space (corrected) in Orleans MA**

1. Should be a space to enhance visitors; storefront, centrally located in Orleans
2. WFMR License is for Orleans so Orleans is the most logical location for a satellite space
3. Important to know up front the costs for this long term commitment
4. Is this a priority to Board members?

- **Strategic Plan: Maximizing the Use of the Old School House**

1. We have all the basic information gathered
2. 5 year plan to improve the building
3. Tony: Preserve value in short term, Maximize value in long term
4. Capital Campaign to reduce debt is not going to work

- **Old Business**

Suggested the Program Committee reports should mention the show of the DJ's when referring to the DJ for better association

- Next Board meeting at Seamen's Bank in Wellfleet.
- Motion to adjourn (Bob Weiser), seconded (Carol Courneen). Unanimous
- Next meeting Tuesday, June 14, 2016 @ 3:00

Meeting adjourned @ 5:15 PM