

Minutes

WOMR Board of Directors Meeting

5 PM, March 5 2018

Davis Space, WOMR, 494 Commercial St, Provincetown, MA

In Attendance: Ira Wood, John Braden, Fred Boak, Rick Sigel, Justine Alten, Dave Wilber, Steve Gass, Bruce Bierhans, Marcy Feller, Breon Dunigan, Sheila Lyons, Steve Shervanian

Regrets: Tony Pierson, Mark Adams, Georgene Riedl, Sandra Hemeon-McMahon

Meeting called to order at 5:00pm

Public Comment: none

Minutes: Marcy moved to approve January BoD minutes, Dave seconded, approval was unanimous (10-0-0).

Finance Committee report: attached

Executive Director's report: attached

Strategies for Increased Community Involvement

We have a social media presence: Facebook, Twitter, Instagram. Board members using those platforms are encouraged to friend/like/follow and share information with their friends/followers.

Ira asked Sheila about reaching out to the political community. This led to a discussion of a possible new show "Regionally Speaking" promoting community issues, talking to local politicians & administrators. There was also some talk about how to improve on air emergency notices. Right now, John gets alerts by cell phone.

Another idea tossed out was getting Local TV to film our events.

Dave suggested a National Seashore information segment.

We also discussed how we get these new ideas made into shows and on the air. Can the Program Committee develop shows?

Breon suggested that the board could recruit people to develop & produce shows.

Reaching Out for Event Sponsors

The triathlon lost several sponsors and we are looking for more; currently our only sponsor for the Party is Cape Cod Beer. John is focusing on the triathlon.

One issue is balancing underwriting and event sponsorships

Dave said that many banks have separate foundation pockets & marketing pockets.

Marcy suggested CVS and Stop & Shop and said we may need to go to the corporate level, not individual stores. Breon suggested Pine Harbor.

Ira asked if any BoD members have relationships we can reach out to.

Bruce said serious sponsorships require a coordinated effort, and said we ought not have events without coordinated sponsorships.

Do we need a dedicated development person?

Dave: compensation would be in 40-60k/year range.

Ira said we would continue the discussion at future BoD meetings.

Big Party Update

There will be a tent outside, in the parking lot

Food (taco bar & oysters) will be served in the tent.

Beer & Wine will be served in the tent and inside

Music will be in the Davis Space

Art will be displayed downstairs, in the hallway & galleries

There will be an online auction for the album cover artworks. It is expected to go live about 3 weeks before the party.

The tent has been rented, the online auction platform has been selected & setup, and art is coming in for auction (including album covers, over 100 pieces so far)

The next event committee meeting is scheduled for Tuesday March 12, 5pm at the Eastham Library

BECC Update

We're still waiting on grants. Meanwhile donations keep coming in.

Next BoD meeting:

Monday, April 1 2019, 4pm at Community Development Partnership, Route 6, Main St Mercantile #7, Eastham, MA 02642

Meeting adjourned at 6:13: Bruce moved to adjourn, Justine seconded, approval was unanimous (11-0-0)

Minutes by Fred Boak

Report of the Executive Director
Meeting of the Board of Directors of WOMR/WFMR
Tuesday, March 5, 2019 – 5:00 PM

Generators:

By the time you read this it is likely the installation of the generators at Mt Gilboa (Provincetown transmitter site) and at the one at the Schoolhouse will be completed. The propane has been hooked up at both sites; the electrician now needs to do the final wiring and test the units.

It's worth pointing out that the case for recouping some of the costs with the insurance company is still open. They currently are waiting on an estimate for repairs from South Shore Generator, which makes me believe they are willing to consider repair costs as opposed to replacement costs.

Update: The insurance company will be reimbursing us \$11,740 – the estimated cost of repair minus a \$1,000 deduction.

Birthday Party and Auction:

The Events Committee will meet on Sunday morning to work out some more details. Some of the things that have transpired since the last meeting include getting more details from the taco vendor, getting an estimate on the tent rental (as well as other “party” items), reaching out to borrow items we’ll need such as café tables, applying for a one-day liquor license from the town of Provincetown, rolling the ball on putting together the abutters mailing.

Mark and Breon have been recruiting artists to do original pieces and we received a large donation of artwork from Marcy and Gabby.

Update: The tent has been rented and I have engaged an online auction platform with GiveSmart. We have photographed all of the artwork that has been donated but have only received two record covers so far. I am hoping the committee can regroup next Tuesday.

Grants:

The Mass Cultural Council grant was submitted on January 11 and the Corporation for Public Broadcasting (CPB) grant was completed on February 8th. The financial reporting for CPB is due February 15th.

Update: Steve Roderick had to file for an extension for the financial reporting for CPB. Once that is completed we should receive the balance of \$21,700.

New Traffic Software:

Chris has been working with a free version of RadioWorks for about a month now. With this software we are better able to track underwriting and PSAs – this

includes taking things off the schedule once they are outdated or at the end of a contracted relationship, as well as moving around underwriting messages that are supposed to be rotated across the broadcast schedule. This software is also compatible with the software we will be deploying with the equipment upgrade.

Matty and I now have the software on our computers as well because we all manage different relationships: Chris the underwriting, Matty the PSAs and the broadcast schedule and me the trades.

The Davis Space:

We are getting estimates for getting the Davis Space painted before the party and for the yoga tenant who will be returning this summer.

Cape Cod Five:

I was able to attend a meet and greet with community partners that was hosted by Cape Cod Five on the 6th. I met several of their people and got the chance to chat with CEO Dorothy Savarese as well as Jim Botsford, someone who has been on our NomCom list of potential board candidates for a couple of years now. We talked at the last meeting about trying to enhance our relationship with CC5 given that they are planning to open a full service branch in Provincetown.

Summited February 8, 2019
John Braden, Executive Director

New submission March 5, 2019

Fire Alarm and Panel:

On February 21st around 5:30 AM the fire alarm in the Schoolhouse went off for no apparent reason. The town's fire personnel showed up to check the place out and shut off the alarm. After they left the alarm went off again. The company who monitors the fire panel sent a technician to look everything over and he was able to clear that alarm as well as two "nuisance alarms" that had been for years. (One of them has been going off since we bought the building). The technician also suggested we replace the panel which we have green lighted.

Unfortunately, the alarm went off again that evening as folks were coming in to see the film. I headed over as soon as Brad called but the fire personnel beat me to the Schoolhouse. The technician returned and declared there was a short in the system somewhere and would have to return with a second tech to help him locate it.

The Stream:

We have been having issues with the stream for a very long time and we have not been able to get the help we need to fix it. Apparently the stream went belly up while I was away which we were able to restore on Monday morning. In the

duration of the outage the staff had some serious discussions about replacing the vendor we've been using. The new vendor will cost more annually but we believe we will put an end the multitude of issues we've been having, which includes dropouts and auto-shutdowns. In addition we will enjoy proper tech support which has been dismal with ShoutCheap.

Upcoming Meeting Schedule:

- **Auction Committee Meetings:** March 12 at 5:00, Eastham Library
- **Program Committee:** March 20 at 4:00, Eastham Library
- **Finance Committee:** March 25, time and place to be determined