

**WOMR Board of Directors  
Minutes of September 11, 2019 Meeting at 5 pm  
The Davis Space, 2<sup>nd</sup> floor, 494 Commercial St.  
Provincetown**

**Attendees:** Ira Wood, John Braden, Tony Pierson, Georgene Riedl, Bruce Bierhans, Sandra Hemeon-McMahon, Marcy Feller, Sheila Lyons, Steve Gass, Breon Dunigan, Dave Wilber, Mark Adams

**Regrets:** Fred Boak, Rick Sigel, Justine Alten, Steve Shervanian

**Meeting called to order at 5 pm**

**Public Comment:** Dawn McCall – introduced herself as her skills in broadcasting may be helpful to the organization.

**Minutes:** Motion to approve June 25, 2019 minutes made by Sheila Lyons; it was approved unanimously, with corrections

**Finance Committee report: attached**

We are in great shape, financially. The Committee met on July 29<sup>th</sup>, as well as just this past Monday (Sept 9). Financial policies updated for 2020, will need approval at next Board meeting.

**Executive Director's report: attached**

In addition to reporting on the Broadcast Equipment Upgrade, Generators, Transmitter, Summer Pledge Drive, Underwriting, and Outreach, John reported that WOMR had a presence at the Quahog Festival in Hyannis in August, as well as discussing the date of the WOMR Annual meeting, which will be held the Saturday before Thanksgiving; November 16<sup>th</sup>.

**New Business :**

**2020 Budget – see attached reports**

As stated above by the Finance Committee, we are doing very strongly financially. Over half of income is in the form of pledge drives, with the summer pledge drive surpassing expectations. There are some increases in expenditures in the areas of medical benefits for staff, as well as a more expensive streaming service. The transmitter move in March will lower rent, however. Motion to approve the 2020 Budget made by Bruce Bierhans; it was approved unanimously. Thanks all around to Tony Pierson and the Finance Committee for their hard work on it.

**Discussion and Vote on Formalization of Broadcast Studio Name –**

We have three studios; one is devoted to Spoken Word. The discussion and vote was to name this studio after Susan Lindquist. To date, the Susan Lindquist Legacy Fund Drive has yielded approximately \$75,000. A motion to formalize the Broadcast studio name to “The Susan Lindquist Spoken Word Studio” was made by Tony Pierson, and was seconded by Marcy Feller. It was approved unanimously.

**Policy Updates/Changes: Discussion –**

### **1. Early Mortgage Payoff –**

Tony reported that the Finance Committee has been working on this idea of paying the mortgage off early for three months, and that the Committee recommends it. There was a lengthy discussion on the topic; a question from Bruce to Tony centered on a possible refinancing of the mortgage with Seaman's Bank, and possible shopping around with other local banks to see what rates they offered. Bruce offered to chat with banks about it, and stated that he does not want to adopt a policy without knowing what our other options are. There was an informal proposal to look at other banks, and the Finance Committee agreed to take this task on, although Tony restated his desire to begin paying down the mortgage in a more aggressive way, particularly when we have a sound budget with a large reserve fund. Sheila suggested that we tell Seaman's Bank that we are talking to other local banks, in the hope that they may want to bring the interest rate down in order to keep us. Marcy suggested we delay the vote on this policy until the next Board meeting. Tony agreed that adopting a more aggressive management of the mortgage is sound practice, but he urged the Board to not delay in approval of \$40,000 to spend paying down the mortgage. Tony also pointed out the hidden costs that are always involved in signing on to a new mortgage. Sheila made a motion to begin paying it down immediately, with Bruce still shopping around for a new mortgage to see what rates are available. The vote was put forth and it passed, with two dissenting votes.

### **2. Creation of an Alternate Board Member position –**

Marcy led this discussion, as it was centered on the Public attendee at the meeting, Dawn McCall. Dawn has impressive credentials in the area of Media, and would be a great asset to our Board. All members agreed; however, a creation of an Alternate Board Member position would require a new policy and not just an update, as per the WOMR Bylaws. It would have to be an amendment to these bylaws. In the meantime, a meeting will be set up for Dawn to sit down with some members of the Board to present her credentials further, as well as to learn a little more about what goes on at WOMR that would be in her area of interest and expertise. All thanked Dawn for her presence and interest.

### **Old Business:**

**BEIC – see attached**

**BECC – see attached**

### **Other Business:**

Letter to the Editor sent to The Banner by Marcy, re: their article on "Rating the State of the Arts," in which there was no mention of WOMR, even though this radio station has been in operation on the Lower Cape for 37 years. The Board expressed thanks to Marcy for having written the letter.

Thanks were also expressed once again all around for the thorough and clear report generated by the Finance Committee on the Budget Analysis.

**Next Meeting: Date/Time/Place** – Tuesday, October 8, 2019, at the Eastham Library

**Adjournment** – Meeting adjourned at 6:30pm, Bruce moved to adjourn, Georgine seconded. Approval was unanimous.

**Upcoming Meetings** – Next Program Committee meeting will be Sept 18th at 4 pm at Eastham Library

*Minutes taken by Sandra Hemeon-McMahon*

**LOWER CAPE COMMUNICATIONS, INC. – WOMR**  
**FINANCE COMMITTEE September Board Report – Prepared on September 10, 2019.**

**Committee met and reviewed materials on July 29<sup>th</sup> and September 9, 2019**

Committee 2019 goals are:

- ✓ Ensure good financial stewardship by diligent review and questions;
- ✓ Agree on standard set of Financial reports;
- ✓ Monitor financial results of major initiatives (either Fund or Friend Raising);
- ✓ Sound analysis of current budget and development of 2020 budget;
- ✓ Review of major expenditure items;
- ✓ Regular in person meetings;
- ✓ Provide meaningful summaries to the Board; and
- ✓ Adhere to written Policies and Procedures – currently with Policy Committee for review

1. Financial Policy Review – With Policy Committee and then on for Board approval

2. Standard Financial Update – Note: August bank statements not available yet.

As of September 8<sup>th</sup>

Checking \$24,971.54

Reserves \$132,055 (Note: short term cash flow loan to checking was fully paid back in August)

BECC \$156,583.14

3. 2019/2020 Budget Charts (attached) and Summary (below)

This budget represents the continuation of a multi-year conservative budget practice.

Major initiatives in 2020 relate to equipment and physical space improvements:

1. Successful implementation of BECC;
2. Orleans antenna move;
3. Building improvements.

Downside risk may come from equipment and building unknowns, and potential interest rate increases on mortgage payment.

Future, budgets should include a provision to fund an Equipment Maintenance and Replacement Reserve.

The third quarter Budget Variance analysis was completed and reviewed at the July meeting; since then things have only become better.

4. Discussion of Proposals on use of Reserves – Unanimous approval of proposals to be discussed at September Board meeting (attached).
5. BECC Update – all expenditures likely to be in next two months.
6. Future Meeting calendar – October 28<sup>th</sup>.

**Report of the Executive Director**  
**Meeting of the Board of Directors of WOMR/WFMR**  
**Wednesday, Sept 11, 2019 – 5:00 PM**

**Broadcast Equipment Upgrade:**

Chris Kelly and Gary Pink from Integrated Group Solutions Boston, will be meeting with Matty and I (and possible members of the Implementation Committee) on September 30<sup>th</sup> to answer questions and map out a strategy for going forward with the upgrade project.

**Generators:**

Both generators have finally been hook up by the electricians.

**Efforts to Move WFMR Transmitter:**

Preparations for moving the antenna and transmitter from Brewster to Orleans have been moving forward. A structural analysis was completed, the cost of which we split with WKFY who is also moving to the same tower. Several patterns were produced by the antenna company and new mounts will be delivered in the coming months. I am scheduled to meet with the engineer by telephone to make sure our application for a construction permit from the FCC is complete. I am also waiting to see a draft of the lease.

**Summer Pledge Drive:**

We have raised \$90.6k in the on-air drive and more than \$10.345 in the direct appeal for a total of \$101k. Our goal was \$80k on air and \$12k in the direct appeal for a total of \$92k.

**Underwriting:**

Renewals are on target as this time. New business supporters include “The Club” in Provincetown and “Salt Clothing” in Wellfleet.

**Outreach:**

- We entered a float in the Provincetown Carnival Parade in August. Several volunteers took part with Pandora taking the lead on decorations.
- Mary Lyttle is staffing several dates at the Firehouse in Provincetown and at the Nauset Newcomers meetings in Wellfleet.
- Matt emceed and DJ'd events this summer with the station's banner including the Orleans Block Party and Brewster Conservation Day.

**Upcoming Meeting Schedule:**

- **Policy Committee:** Monday Sept 16, 2:30 at Seamen's Bank Eastham
- **Program Committee:** Wednesday Sept 18, 4:00 at the Eastham Library

Summited Sept 9, 2019

John Braden, Executive Director