

**WOMR Board of Directors
Minutes of
Thursday, January 20, 2022 Zoom Meeting at 5:15 pm**

Attendees: Marcy Feller, John Braden, Janice Roderick, Justine Alten, Barbara Blaisdell, Breon Dunigan, Fred Boak, Dave Wilber, Indira Ganesan, Tony Pierson, Georgene Riedl, Sheila House

Regrets: Eli Ingraham, Sarah Burrill, Sheila Lyons, Mark Adams

Meeting called to order at 5:19 pm

Public Comment: none

Minutes: motion to approve January 2022 minutes by Dave Wilber, Breon Dunigan seconded; approved unanimously

Treasurer's Report: summary: "finances continue to be surprisingly terrific" **See attached.**

Executive Director's Report: highlight: winter pledge drive surpassed goal by 50%! **See attached.**

Marcy asked if we know why we were so successful with pledge drives in 2021. John said that we've made ourselves known, continuing to get out to community events. Dave said that giving is up in general, but not to the levels we are seeing. Dave also said that many organizations see a bump in donations after a capital campaign.

Broadcast Issues/Updates:

An invoice for transmitter repair (\$2000) was recently received by our engineer.

- as yet not clear if that is for one transmitter or both.

The studio board got into a weird state a couple of days in a row.

- Not yet clear what happened or if we have to worry about it.
- The studio board likely is no longer under warranty.

OLD BUSINESS

Food Truck Event (part of WOMR 40th Anniversary Celebration): Sheila H. asked if anyone know who had booked food trucks for Chatham first night celebration. Dave said he would get back to her with that info.

NEW BUSINESS

Marcy asked us to consider goals and strategies. Examples: how do we cultivate and query new donors; who is listening; how did they find out about WOMR?; have we or do we need to cultivate younger listeners?; do we need to hire someone to specifically help us with

marketing?

Discussion followed

Justine wonders if new DJs over the last couple of years are tapping into new groups of people.

John said that, especially with teen DJs, we get lots of friends and family donations.

Dave suggested that perhaps we should promote specific DJs

Tony thinks if we get listeners the donors will come

Breon said that the increase in listeners and donors could be due to more year rounders and hopefully visiting people take us home with them; our programming goal should be as diverse as possible

Georgene thinks we should focus on social media

John said our current marketing strategy involves trade arrangements with partner organizations, including Provincetown Independent ads featuring specific programming

Georgene (and all agree) – we should be promoting the station's 40th Anniversary

Justine pointed out that our marketing needs do not necessarily require a full-time hire, it could be contract work or a part-time hire

Tony recommended that the staff should come up with a task list or job description

John is able to hire someone on a contract basis without board approval; a staff position would require board approval (Marcy added that possibly Executive Committee approval would be sufficient if it was necessary to move on a hire prior to the next board meeting).

More thoughts/ideas

Dave asks us to consider how to promote public involvement in the station

John says we need increases in volunteers in addition to donors

John pointed out that without the outer cape teens programming, we don't really have an educational element we also need to think about spoken word shows that focus on local community

Next meeting: Zoom Meeting on Thursday, February 17 at 5:15 pm

Adjournment: motion to adjourn by Sheila House, Georgene Riedl seconded; approval was unanimous. Meeting adjourned at 6:14 pm

~ Submitted February 13, 2022 – Fred Boak, Board Clerk

**LOWER CAPE COMMUNICATIONS, INC. – WOMR
FINANCE COMMITTEE
January Board Report – Prepared on January 19th, 2022.**

Note: Finance Committee hasn't met since last board meeting, it will meet with 2022 members in February to set goals and review first quarter results against budget.

Thanks to Steve Gass who is rolling off the committee and to Bruce Bierhans who is taking his slot.

Mortgage

Board-approved Mortgage paydown of \$75,000 was made on December 20th, 2021.

Balance as of January 18th 2022 was \$122,509

Based on our current payment of \$2,500 per month, and assuming no further paydowns or interest changes, then the loan maturity is only 54 months away, that's 2026!!!

- Not bad considering original maturity was to be **2035!**

Expect recommendations to make additional paydowns as we get further into Fiscal Year 2022, assuming all remains financially well.

Standard Financial Update - January 19th 2022

Checking \$142,000 – one year ago, balance was \$122,913

Total Reserves \$215,000 – one year ago, balance was \$170,295

Reserve Composition:

\$75,000 Equipment Reserve

\$100,000 CD Portfolio

\$40,000 Operating Reserve

2022 Budget Analysis

First Quarter Fiscal Year 2022 budget analysis will be completed before next Board meeting, but things must be good given that we started this fiscal year with about \$50k! That review will be a good introduction to WOMR for any new FC members.

Finance Committee Composition

We will approve FC members at January Board meeting – any more volunteers?

Report of the Executive Director
Meeting of the Board of Directors WOMR/WFMR
Thursday, January 20, 2022

Fall Pledge Drive, Final Totals:

As of Tuesday the 18th we have raised **\$45,686** above our combined goals for the on-air drive and the direct appeal letter. The budgeted goals were \$74k for on-air and \$18k for direct appeal for a total of **\$92k**. So far the on-air drive has raised \$110.5k and the direct appeal has raised \$27.2k for a total of **\$137,686**. Total amount due through sustaining members: \$20,520.

Building Projects:

The door replacement project is in a holding pattern due to staffing shortages where the doors are being built. No word on whether there are also staffing issues with the contractor.

We have hired a different electrician to hook up our electric service at the Orleans site.

We are looking at refurbishing or replacing the front sign and post as it is in pretty rough shape. The money for this project will be taken from the sponsorship donations we received for the T Gandolfo Memorial Blues Concert that was cancelled over COVID concerns. A plaque with his name will be attached to the post.

Staff COVID Case:

One of our staff members tested positive for COVID on December 2nd. He spent the first week pretty sick but was able to work from home. He stayed away from the station for two weeks, returning after testing negative over the past weekend.

The volunteers were notified within 24 hours of the positive test and only a couple of them returned to recording from home. Another staffer immediately tested negative while the other hadn't spent any time in the office with the affected staffer for a couple weeks because of vacation schedules.

~ Submitted January 19, 2022 - John Braden, Executive Director