

**WOMR Board of Directors
Minutes of
Thursday, February 17, 2022 Zoom Meeting at 5:15 pm**

Attendees: Marcy Feller, John Braden, Justine Alten, Barbara Blaisdell, Breon Dunigan, Dave Wilber, Indira Ganesan, Tony Pierson, Georgene Riedl, Eli Ingraham, Sarah Burrill, Sheila Lyons, Mark Adams

Regrets: Sheila House, Fred Boak, Janice Roderick

Meeting called to order at 5:18 pm

Public Comment: none

Minutes: motion to approve February 2022 minutes by Tony Pierson, Breon Dunigan seconded; motion carried with a couple of abstentions.

Treasurer's Report: The FinCom met a week ago and we reviewed the first quarter variance analysis. Everything continues to look very good for the station. With twenty five percent of the year now done, we've collected 46 percent of the income that was in budgeting income. That's thirty-nine thousand dollars more than it was at the same time a year ago, expenses were running twenty seven percent of the budget. So again, twenty five percent of the year down expenses at twenty seven percent, modestly above what they were a year ago. And the only line item of any note was the repair equipment repair line item, which, as you know, we had equipment issues over the Thanksgiving that we've been dealing with that looked to be more stable now. Also the audit is moving along, which means we shouldn't have any issues with the CPB and the second part of the grant that we get in April. **See attached.**

Executive Director's Report: John gave an update on the Fall Drive totals and the various building projects. Spring Drive begins on April 1st and runs through the 14th. John also showed the board a timeline of proposed events in the planning stage for the 40th anniversary. Indira added that there would be on-air events in the form of broadcasting pre-recorded greetings and archival material. **See attached.**

Broadcast Issues/Updates: Things are mostly going well. One of the transmitters (TX) that was sent to the manufacturer (Nautel) for repairs has returned and was then shipped back again. The engineer reported that the TX failed to do what it's supposed to do and was shipped back to Nautel on their dime. In addition, there is a punch-list of items that need to be addressed by the engineer the next time he can take a day to be at the station.

OLD BUSINESS

Questions/Comments about Committee Reports/Minutes: John pointed out that there were minutes from the Program Committee, the 40th Committee and the Strategic Plan on Programming that were all worth going through as these committees are doing some great work. And that there was a four-page document with numbers reflecting the money raised

during the pledge drives from 2018-2021. They also include the number of donors from each town. We can use this as a tool for further discussion.

Marcy: That's a valuable start to what we were talking about at the last meeting in terms of determining where our listenership is and whether and how we can grow it and how it has been growing. I was reading the minutes of the last meeting and I was very impressed with all the input that we had about that. Perhaps working with Tidal Marketing can help us with this.

John offered that there was a spreadsheet that provided more details (about donors and donations) if anyone wanted to do a deeper dive.

The discussion led to ideas about how we could use the birthday events to reach out to various towns which John confirmed was the goal of the 40th Committee.

NEW BUSINESS: Marcy asked if anyone had any goals, strategies or ideas. No one did but John introduced a document that he has started and shared with the board; a list of responsibilities that he thinks would be our goal should we decide to go ahead with a new hire for the staff.

Next meeting: Marcy would like us to attempt to meet in person for the next meeting. A couple of members mentioned that they will not be around to meet in person for March. John suggested that the third Thursday in March is St Patrick's Day which could present a meeting challenge and that perhaps we wouldn't have enough to discuss until April. The board decided to play March by ear and plan to meet in person in April when we will have the 2nd quarter analysis available.

Adjournment: motion to adjourn was made, approval was unanimous. Meeting adjourned at 5:53 pm

~ Submitted February 18, 2022 – John Braden

Report of the Executive Director
Meeting of the Board of Directors WOMR/WFMR
Thursday, February 17, 2022

Fall Pledge Drive:

As of the end of January we have raised **\$47,586** 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 just under \$112k and the direct appeal has raised \$27.6k for a total of **\$139,586**. Total amount due through sustaining members: \$19,700.

Spring Drive:

The spring drive begins on April 1st and runs through the 14th. For this drive I would like to hire someone to work with the volunteers on the weekends so that I am not at the station every day for two weeks.

Building Projects:

Various projects are still on hold because of employee shortages and delays in supplies. I did engage with a property management company for snow removal and painting projects but haven't heard back from them as of Tuesday. We are also currently working with a locksmith to repair three locks at the schoolhouse and the transmitter site in Provincetown (Mt Gilboa).

Projects include replacing the double doors on the east side of the building (Howland St); repairing the roofline where shingles have blown off; replacing the sign and post in the front of the building and repainting the rest of the signs around the property.

40th Anniversary:

The committee for the 40th anniversary continues to work on various events for the year as well as some on air material. We have hired a marketing firm (Tidal) to help us with consulting and promotion, especially in the area of social media. We have also hired an event coordinator and a volunteer coordinator for the Open House event scheduled for May 1st at the Schoolhouse.

~ Submitted February 15, 2022 - John Braden, Executive Director

Broadcasting Issues and Updates

February 2022

WOMR: No issues here since Chris Kelly replaced the feedline to the Studio to Transmitter Link.

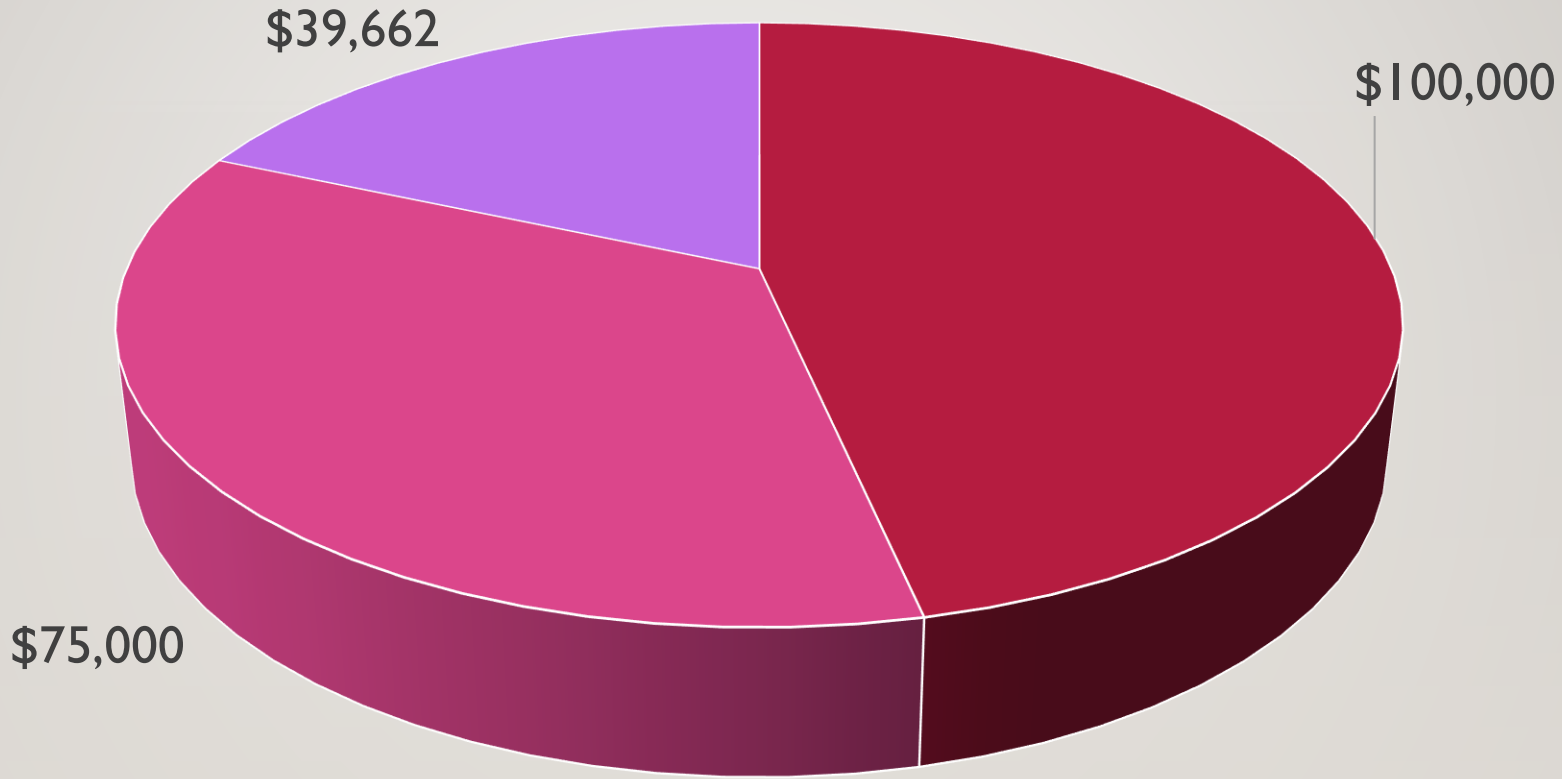
WFMR: One of the transmitters (TX) that was sent to the manufacturer (Nautel) for repairs has returned and was then shipped back again. The engineer reported that the TX failed to do what it's supposed to do and was shipped back to Nautel on their dime.

On Air Studio: We continue to compile a list of issues that need to be addressed by the engineer Chris Kelly. He acknowledged that he needs to take a day to address the list when he visited on Wednesday.

WOMR FINANCES



WOMR Reserves



■ CD Portfolio ■ Equipment ■ Operating ■

WOMR Checking Account

