

**WOMR Board of Directors
Minutes of
May 19, 2022 Zoom Meeting at 5:15 pm**

Attendees: John Braden, Marcy Feller, Georgene Riedl, Tony Pierson, Sheila House, Indira Ganesan, Janice Roderick, Sarah Burrill, Fred Boak, Mark Adams

Regrets: Justine Alten, David Wilber, Eli Ingraham, Breon Dunigan, Barbara Blaisdell, Sheila Lyons

Meeting called to order at 5:18 pm

Minutes: motion to approve April 2022 minutes by Sheila, Indira seconded; approved unanimously (8-0-0)

Public Comment: none

Treasurer's Report: "overall we're doing remarkably well" some quite big bills recently (since the report), seeing some inflation effects, may need to go into reserves for some of our building projects, but monitoring closely **See attached.**

Mortgage Payoff Proposal: the Finance Committee recommends that the board vote to:

1. establish a goal of paying off the mortgage on the schoolhouse in the station's 41st year
2. authorize immediate payment of \$55,000 from the checking account
3. review in the fall, after Q3 variance analysis and the summer pledge drive

See attached.

Tony moved we accept the Finance Committee proposal, Georgene seconded; approved unanimously (8-0-0)

Executive Director's Report: Great spring pledge drive; some large quotes for building maintenance projects. **See attached.**

Questions: Tony asked about the painting quote, which seemed quite high and asked if we can get another estimate. John said he was already planning to approach the company that did some work on the bell tower a few years ago.

Broadcasting Issues & Updates: some work on the WFMR feed line. **See attached.**

Old Business: no questions regarding committee reports/minutes

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New Business

Donor Analysis: We don't have listener data; we can only look at donor data.

Approx 20 people giving \$1000 or more, with high retention

75% of pledges are in \$100 to \$200 range

The Big Question: why are we doing so well?

Action Item: Marcy would like a board member to step up and pilot this project.

Possible questionnaire – a few example questions are in the board packet, we need to consider what questions should be asked and how we ask listeners.

Discussion:

Fred asked how the response was when we asked for listener feedback in advance of our strategic planning, 7-8 years ago. John said the feedback wasn't great that time, but it's possible we have better distribution options now.

John suggested we consider a two-tiered approach, with a simple survey and a question if listeners are willing to take a longer survey or discuss via phone.

Georgene asked what kind of web tracking we have for stream listeners. John said we can't track on air listeners or those who listen via streaming aggregators (like TuneIn)

Sheila: How can we find the age of our listeners? Getting young people involved is really important. Tony suggested outreach to schools. The more exposure we have in the community, the likelihood is we get more listeners and donors.

Mark :We do know our volunteer and donor base; ask them what the direction of the station should be.

Someone (maybe Mark?) said "the station can be anything the people want it to be"

What do volunteers think about younger and more diverse community involvement?

Possibly approach school administrators; some sort of credit for students? They get training & time.

John said that the Program Committee Strategic Planning subcommittee will present a report soon. Also, Saturday morning student radio is re-starting and Camp Lightbulb has been invited to participate this summer.

Sarah suggested student spoken-word shows or interviewing students about school projects.

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Mark suggested we could partner with student programs and asked how WOMR fits with other nonprofits, like FAWC and 20 Summers.

Marcy pointed out that for new programming, the Program Committee really needs someone to take the reins.

Officer Nominations: currently there is no formal process. Marcy asks that we think about who might be good prospects, whether it be ourselves or others. Typically nominations are made in August.

New Proposal: related to officer positions, Tony would like us to consider his proposal that we allow the board to have the freedom to keep an officer on the board for one additional year. **See attached.**

Discussion

John: If we find ourselves unprepared to replace an officer, this gives us a little more time to prepare for the transition. Board members can not be officers in their first year on the board and some new board members are still learning the ropes in their first term.

Action Item: Let John, Tony, or Marcy know if you do NOT think this is a good idea.

Next meeting: Zoom on June 16, 2022 at 5:15 pm

Adjournment: motion to adjourn by Sheila, Sarah seconded; approval was unanimous (7-0-0). Meeting adjourned at 6:25

~ Submitted June 13, 2022 - Fred Boak, Board Clerk

WOMR FINANCE COMMITTEE met on May 12, 2022 Notes for Board

Standard Financial Update

With just over 4 months left in the current FY, finances remain very strong with over \$125K in checking and \$215K in reserves. We started the fiscal year with approximately \$50k in checking and haven't used reserves for any WOMR expenses.

Pledge Drive Update

Spring drive results, following a barn burning Fall drive, were very strong at \$20k+ over budget.

Major Financial Initiatives

None underway but some progress on building projects. Committee reviewed final accounting for the Friend Raiser open house. Financial cost to the station was \$9K+, this was anticipated.

Mortgage Payoff Proposal

After reviewing mortgage details at the last two meetings, the committee unanimously recommends approval of the following pay-off proposal:

Establish goal to pay-off mortgage in WOMR 41st year - A brilliant birthday present to ourselves;

Pay from checking now \$55K

Apply 50% (**\$34,500**) of pledge surpluses plus an extra **\$20,500** from the CPB surplus to make a **\$55,000** immediate payment on the mortgage

After August review of Summer Pledge results, and third Q variance analysis FC will make final payoff strategy recommendation.

Preference for pay-off this fiscal year but could, depending on finances, mean payments next fiscal year which begins October, 2022.

Succession Planning

Began discussion of the need to identify candidates for future Treasurer position.

Report of the Executive Director

Meeting of the Board of Directors WOMR/WFMR

Thursday, May 19, 2022

Spring Drive:

As of May 18 we have raised \$91.4k over the air and \$17.3 from our direct appeal. The total for both appeals: **\$108,773** which is \$21,733 above the overall goal of \$87,000

Building Projects:

We are having the signs on the property either repainted or replaced. In the end there will be a small plaque attached to the sign pole commemorating T Gandolfo's contributions to the station.

I met with Rupert Bankert about the various projects that need to be completed around the Schoolhouse, he made some great suggestions that have already started to bear fruit. A painting contractor came to the station on Wednesday to look at the ramp and the bell tower - an issue that Rupert identified during our meeting. He also recommended the team he works for to repair the awning over the front gallery door and to rebuild the front door to the station.

I reached out to Swain Construction about the double doors on Howland for the first time since November. I don't want to give up on these guys because they have already crossed the Provincetown Historic hurdle. His message to me in November was "Shipping and labor shortages are common throughout the industry right now. Please expect delays."

40th Anniversary:

Right now there is a subcommittee of the 40th committee working out details for the Food Truck event in October (Rockin' Picnic in the Park). We worked out income and expenses and are looking at sponsors to cover about 60% of the expenses that the income doesn't make up for. Approximately \$1,200.

Other events are being developed. These three events are confirmed:

- June 29 Farland on the Beach Party at 6:30
- July 15 Meet and Greet at Cross Rip Gallery Harwich Port at 5:00
- October 15 Food Truck event, Brooks Park Harwich: noon to 4:00

Strategic Planning on Programming:

The meetings between this committee and Belinda have come to an end. I believe we learned a lot from the experience and it also gave us a lot to think about. At this point it's up to the committee to come together and talk about what we've gleaned and how we want to move forward.

~ Submitted May 18, 2022 - John Braden, Executive Director

Broadcasting Issues and Updates

May 2022

WFMR: Chris Kelly is working with Bob from Industrial Communications to correct an issue where the original installation for that feed line occurred without using any sealing compound on the connectors.