

**Minutes of WOMR Board of Directors
August 25, 2022 Zoom Meeting at 5:15 pm**

Attendees: John Braden, Marcy Feller, Georgene Riedl, Tony Pierson, Sheila House, Dave Wilbur, Eli Ingraham, Mark Adams. Breon Dunigan, Sarah Burrill, Lyn Case (board candidate), Mike Fee (PC Chair) Matthew Dunn (staff)

Regrets: Justine Alten, Barbara Blaisdell, Janice Roderick. Fred Boak, Sheila Lyons, Indira Ganesan

Meeting called to order at 5:19 pm

Minutes: July 2022 minutes approved, no comment

Public Comment: None

Finance Committee Report: Finances continue to be strong—have paid off \$155,000 of mortgage debt in the past 2 years! 3 budgets were drafted depending on the direction of the general economy, including a proposal to pay off mortgage in full before next fiscal year. Treasurer recommends paying off the mortgage then focusing on equipment upgrades in the next 5 years. **See attached:**

Executive Director's Report: **See attached**

Broadcasting Issues & Updates: There are repair issues in Orleans, with 2 transmitters that we are not using and the Provincetown transmitter is near the end of its life, but we have \$75,000 in reserve for equipment. This year we had to spend \$30,000 more on equipment than budgeted, but have new options with Comcast: a business account going forward. **See attached: "Broadcasting Issues and Updates August 2022"**

Revisiting Issues:

Term Extension for officers proposal: Marcy Feller moved forward the proposal to amend by-laws to authorize an extension of officers board terms, if there is a need. This was discussed at the last BOD meeting, but a full quorum was not present. Full quorum present at this meeting and the proposal was **Unanimously approved.**

Officer Nominations: to be ratified in November

President - Sheila House

Vice President - Eli Ingraham

Treasurer -Tony Pierson (unless another board member steps forward)

Secretary - Fred Boak

Goals/Strategies for next few years:

Program committee proposals:

Implementing a more managed marketing strategy, including a new hire (included in proposed budget) to identify who our listeners are, where they come from and how to attract more so that strategic planning can proceed. **Ad hoc committee** —Marcy Feller, Eli Ingraham, Mike Fee.

Discussion about Strategic Plan on Programming Committee report:

-Re-jigger programs to get more airtime slots for younger, diverse DJ's- Very Important to have Board behind this proposal. Need outreach people to serve on the committee. (Mike Fee)

- These ideas not designed to change nature of station, just do it better (Marcy Feller)

A graph was shown delineating types of programs currently on station, mostly falling into "entertainment" category, but it was pointed out that many programs can be considered educational in a broad sense.

-We can't chase audiences, it is a dead-end. Audiences have to come to us. DJ's drive the content. All DJ's bring friends & families to listen to the station (Matthew Dunn)

-Perhaps we need a more accurate mission statement (Eli Ingraham)

(Eli Ingraham and Matthew Dunn will be having off-line conversations about different aspects of their expertise in relation to audience, strategic planning.)

-Make access easier, more user friendly—use App. (Mark Adams)

-Not the same WOMR, listeners are from all over the world because of internet

(Dave Wilbur)

-DEI (Diversity, Equity, Inclusion) is of paramount importance in any personnel decisions (Lyn Case)

-Present new mission statement at **annual meeting: November 19th, 2022**

Meeting Adjourned: 6:53 pm

Minutes submitted: September 19, 2022

By Georgene Riedl

Finance Committee Report August 2022

The Finance Committee met on August 11th, but didn't have a quorum. However, all members were given materials well in advance to study, comment on, and approve. Most did, and a clear majority approve the comments/proposals below.

Standard Financials:

As expected, the checking balance hit a FY low of \$33,911.54 in July; since then the Summer Pledge Drive results are flowing into account: the balance as of August 23rd is \$48,449.

Please Note:

We started FY22 with \$50,000, so continue to do well against budget with just six weeks to go.

The Summer Mailing was about two weeks late, so deposits continue to be come in.

Total Reserves are now over 214k; we have not touched reserves this fiscal year.

Summer Pledge Drive:

John will update but it was another successful drive.

3rd Q Variance Analysis:

Continued to do well against budget; surplus of \$55,000 used to pay mortgage down, no use of reserves despite high level of equipment purchases.

FY2023 Budget:

The committee recommends the Board approve (at September meeting) a new FY23 budget that includes no Mortgage and gives flexibility for John to hire, if needed.

Income rises from 528k to 592k:

CPB running rate is now 112K up from 72K;

Three year rolling averages used for most income lines.

Expenditures rise from 528k to 601K:

Good amounts earmarked for equipment and, especially the building.

5% increase in salaries.

Mortgage Payoff Proposal:

The committee recommends that we make a final payoff of the mortgage (approximately \$49,000) before the start of the next fiscal year (before October 1, 2022).

The funds would come from checking and reserves:

Begin FY23 with about \$30,000;

Balance of payoff (maybe up to \$30,000) from reserves;

Final allocation between checking and reserves to be made around the third week of September and will depend on finances at that time.

Succession Planning

My preference would be not to continue being Treasurer in 2023. As of today we have not identified any candidates to replace me. This represents a wonderful opportunity for someone to raise their hand! I, of course, will be around to help a new Treasurer as needed, during my final year on the Board.

Thanks

TT (Treasurer Tony)

Report of the Executive Director
Meeting of the Board of Directors WOMR
Thursday, August 25, 2022

Summer Pledge Drive:

The Summer Pledge Drive went well with the totals as of 8/23 being \$98.8k raised during the on-air drive and \$13.2k raised in the direct appeal letters. The budgeted goals for the drive are \$84k on-air and \$13k direct appeal which gives us an overage of \$15k. Donations made to the station through September 30th will be applied to the summer drive totals.

Building Projects:

The signs on the property have been either repainted or replaced. The pole for the large sign in the front has been replaced, the electrician came this week to replace the light fixture. The sign builder will touch up the paint where the lighting wire is. A small plaque commemorating T Gandolfo's contributions to the station has been attached to the pole and we will hold a dedication ceremony in the coming weeks.

I have engaged with a painting contractor about painting the handicap ramp, including the sides and the railings. They will be here in September to commence work. I hired a carpentry contractor to make some small repairs in preparation for the painting job.

There is no news on the double door replacement job on the east side of the building.

Nominating Committee and Follow Up:

Three candidates have been selected to replace three outgoing board members. You can read the full report [here](#).

~ Submitted August 23, 2022 - John Braden, Executive Director



In memory of
T-Bird
Sign donated to WOMR
by the friends of DJ
T "T-Bird" Gandolfo

Broadcasting Issues and Updates August 2022

WOMR:

No issues.

WFMR:

Our electrician who is slated to connect our transmitter in Orleans is still waiting to hear back from Eversource before he can commence. Once they do hook us up they will also install a surge protection unit which will enable us to move forward with the transmitter repairs.

Also, paperwork was filed with the FCC to finalize (or cover) the construction permit that was issued to move the transmitter to its current location.