

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

**Attendees:** John Braden, Marcy Feller, Georgene Riedl, Tony Pierson, Sheila House, Dave Wilbur, Janice Roderick, Justine Alten, Breon Dunigan, Sarah Burrill, Barbara Blaisdell, Dan Gallagher (Public) Matthew Dunn (staff)

**Regrets:** Eli Ingraham, Fred Boak, Sheila Lyons, Mark Adams

**Meeting called to order at 5:23 pm**

**Minutes:** August 2022 minutes approved unanimously, Justine Alten abstained (not at August meeting)

**Public Comment:** None

**Finance Committee Report:** Finances continue to be strong—have paid off additional \$30,000 of mortgage and still have \$180,000 in reserves. Have \$44,000 in checking account with 10 days left in the fiscal year. Need to approve a new budget which has realistic assumptions on new hire in 9 months and is figured into employee costs which are 50% of budget. There are higher amounts figured into the new budget for property equipment repair and \$3,000 for WOMR's new APP. Also included are 3 more payments on the mortgage to pay it off completely. Treasurer Tony Pierson recommended approving a new budget and David Wilber seconded it. Budget for FY 2023 was unanimously approved.

**Executive Director's Report:** Summer drive was great, we exceeded our goal by almost \$20,000. **Building projects** are moving forward: ramp, replacement door (builder recommends re-design, bring up-to-code). **Triathlon** on Saturday is our biggest community event, makes money for us, but only has 13 volunteers out of 25 needed, so will have to pay to have help at the event. **Matthew Dunn** is doing the work on the new **WOMR APP**. He is Beta-testing along with 5 or 6 other people. There will be an **FCC inspection** to make sure that we are compliant. Testing needs to be done in Orleans. **Executive Director, John Braden**, will be on vacation September 25th-October 1st.

**See attached report:**

**Broadcasting Issues & Updates:** There will be upgrades to equipment, including a surge protector before anything else goes forward **See attached: "Broadcasting Issues and Updates September 2022"**

## **Revisiting Issues:**

**Officer nominations:** Still looking for treasurer.

**Personnel Advisory Committee:** to be formed, especially needed now to create job description for new hire. Breon Dunigan and Sheila House volunteered. It was suggested that Fred Boak and Rick Sigel could be on committee as well as new board members who could be added later and anyone else who wants to volunteer.

**Proposal to extend board members' terms** was approved at the last board meeting, but needs to be ratified at the annual meeting.

## **Goals/Strategies for next few years:**

**Matthew Dunn** has ideas and questions about tracking trends for our listeners/donors: "Is there a pattern to donors increasing donations and increase in revenue: Pandemic? Grant money? How many new donors? Are old donors giving more money? Are we losing donors? What will be happening to Lady Di's donors which has been a good chunk of donations? What is seasonal donor activity?" There is a difference between tracking listeners on the internet and tracking donors: tracking donors is more accurate. And the big question: is the "organic" nature of the station the secret to its success?"

**Eli Ingraham** is looking at data from our digital platforms and will be doing a survey of listeners.

**WOMR APP:** can be promoted during fall pledge drive. "Public Media Apps" can be called for service, has good service providers.

**Next Board Meeting Wednesday, October 19th:** **Marcy Feller** asked if people wanted to meet in person. A new location for the next meeting was suggested: Eastham Library, but had to be confirmed to see if it was open in the evening. **Tony Pierson** suggested next officers decide on the frequency of meetings. Annual meeting: November 19th. December 14th will be the last meeting of 2022.

**Meeting Adjourned:** 6:45

Minutes submitted: October 17, 2022

By Georgene Riedl

**Report of the Executive Director**

## **Meeting of the Board of Directors WOMR**

**Tuesday, September 20, 2022**

### **Summer Pledge Drive:**

The Summer Pledge Drive: \$116,578 raised toward a goal of \$97,000. We exceeded our goal by almost \$20k - 16.5k over the air and 3k through the direct mailing.

### **Building Projects:**

The paint job for the handicap ramp will commence on the morning of Friday the 23rd.

We've heard back from the company who will be building the double doors for the replacement job on the east side of the building. They are asking us to consider a redesign that I cannot confirm until someone from town hall can answer my questions about commercial building codes.

### **Triathlon:**

The 12th annual Wellfleet Sprint Triathlon commences on September 24th at 6:00 AM. We are still looking for volunteers for the triathlon itself and for folks to help us set up the staging area on Friday afternoon. So far we have 13 of the 25 volunteers needed which means the other 12 people will need to be paid employees of the race director at \$30 an hour. That'll be about \$2,000 against the bottom line.

### **The WOMR App:**

About five of us have been beta testing the new WOMR app and keeping an eye out for bugs. Once it's deemed ready for public use, we will make the app available to our listeners for free.

### **Inspection:**

We hired an inspector - through the Massachusetts Association of Broadcasters, as we do every three years - to inspect our files and to ensure that we are FCC compliant. We passed his scrutiny but for some final issues concerning the transmitter in Orleans.

Please see the Broadcast Issues and Updates report.

### **Vacation:**

I will be away from the office 9/25 - 10/1

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

## **Broadcasting Issues and Updates**

## **September 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. I have a friend at Eversource who is helping me push this project along.

Once all this happens, we can finalize the tests we need to satisfy the inspector's checklist.