

# **Minutes of WOMR Board of Directors July 20th, 2023**

## **Truro Public Library & Zoom / Meeting at 5:15 pm**

**Attendees:** John Braden, Tony Pierson, Michael Fee, Sheila Lyons, Sheila House, Indira Ganesan, Lynn Cason, Clarke Doody, Breon Dunigan, Mary Martin (volunteer), Justine Alten, Dan Gallagher, Fred Boak, Sarah Burrill, Georgene Riedl, Matthew Dunn (staff), Michael Fee (volunteer), Kristen Anderson (marketing contractor)

**Regrets:** Eli Ingraham, Janice Roderick, Barbara Blaisdell

**Meeting called to order at 5:21 pm**

**Public Comment:** Matthew Dunn and Michael Fee reported on a beneficial seminar which they attended that focused on a variety of topics including different ways of fundraising for a longer duration as well as how to execute diversity, inclusion and equity with different perspectives. They are implementing an AdHoc committee for strategic planning to help the station overcome any challenges which might come from changes necessary to implement DEI and said that they will need the support of the board. Tony Pierson asked what the next step would be and they said that there would plan to have a stakeholders meeting with DJ's and other volunteers that would help prepare the ground for a larger meeting, 75-100 people with the ultimate goal of getting people on board for proposed changes to schedules to make room for subs, etc to get airtime. One possibility most discussed which will cause the most upheaval: limiting 3 hour shows to 2 hours so that it will allow more rotations. They will confirm a date in October for a DJ Summit to advance the proposed changes to the schedules. Justine Alten, Michael Fee and John Braden are on the sub-committee for the October meeting.

**Minutes:** June 2023 minutes approved unanimously

**Finance Committee Report:** Doing well against budget with some inflationary expenses: expense for equipment and repairs will be more than budgeted, but the Redundancy project will be paid with current funds, won't have to dip into reserves. About \$300,000 funds available in CD's, etc.— Tony Pierson: Current finances are “Brilliant”! **See report attached**

**Executive Director's Report:** Left side doors will arrive September/October to be installed; Triathlon was a success; Devil's Purse “Meet & Greet” September 6th with 3 DJ's

and food truck; “Rockin’ Picnic in the Park” at Brooks Park, October 21st—food trucks & Family Fun; hope to get real #'s from My Generation re: rebates, etc. **See report attached**

**Broadcasting Issues & Updates:** Because of work being performed on the tower in Orleans, we lost power but not totally over a few days because of new equipment being installed. **See report attached.**

**New Business:** Kristen Anderson, our new marketing person, introduced herself to board members via Zoom. She said that she is dipping her toes into the culture of WOMR and has had meetings with John and Matty on how to achieve marketing goals by streamlining approaches to sharing news/events with the newsletter, mailings, etc. Looking first to social media, she will have a new imprint for FB & Instagram, put in Linktree for both of them and will get to know regular users. The Pledge Drive will be the next marketing project and the newsletter July 27th will promote it. She will also pursue a Threads account for the station and set it up as a separate account so that it doesn’t connect the Instagram/Facebook in order to avoid inadvertent cancellation of one of the other, if the Threads account is dropped. She will also research other Community Radio Stations to see if anything can be learned from how they do their marketing—social media and all.

**Next Board Meeting Thursday, August 17th.** Very important meeting because we will be reviewing the new budget

**Meeting Adjourned:** 6:25 pm (Indira Ganesan motioned, Justine Alten 2nd)

Minutes submitted: August 16th, 2023  
By Georgene Riedl

# Finance Report / July 2023

The Finance Committee met on July 13th, 2023, primarily to review the FY third quarter variance analysis. The next fiscal year budget will be developed in August for approval at a future Board meeting.

## **FY23 Third Quarter Variance Analysis:**

We continue to do well against budget with very good levels of donations (pledges, cars and vinyl records) and expenses under control. Unless we have an exceptionally poor upcoming pledge drive, or other bad news, then we are on course for another fiscal year surplus. It is very likely that the “Redundancy Project” will be paid for from operating funds.

## **Highlights:**

Total income of \$520k represents 87% of the full year budget, and we have another pledge drive to come. All categories of income (rent, CPB, pledge drive income, auto donations and record sales) are either on budget or ahead of budget.

Total Expenses of \$437k are 74% of the FY23 budgeted amount.

- Employment costs are lower than expected because we didn't make a new hire, but instead are spending money on contract labor. That will have more of an impact in FY24.
- Employee benefit costs have recently risen as we added an employee to our cost. Again, if no change, that will impact FY24 more than FY23.
- Expenses for equipment and needed Schoolhouse repairs will probably end over budget.
- However, the numbers include substantial costs of the “Redundancy Project” which was not in the budget.
- We estimate there is about another 17k to be spent in the 4th quarter on repairs and equipment.
- Again, barring negative news, we should be close to budget on expenses.

So, everything is riding on a successful summer pledge drive!!!!

## **Current WOMR Finances:**

WOMR finances continue to be exceptionally strong, with a good level of reserves.

Our finances are positively brill! (Thanks to CPB and the Government for all their emergency funds, and everyone else for continued support.)

- End of June checking balance was \$39,023.65 - today(July 14th it is \$69,220);
- End of June Operating Reserve balance was \$84,716.95 - today it is \$59,855 because we moved \$25,000 to checking to cover “Redundancy Project” expenditures.

We continue to manage our funds to maximize interest income by keeping the checking account between \$30-50,000 and transferring any funds above that to the Operating Reserve. With only a couple of weeks to the next pledge drive, we should end the current FY maintaining a very healthy level of operating reserves.

The CD portfolio remains untouched with a current value of \$100,901.

The Equipment Reserve, also untouched, is currently \$70,958.

So, total financial assets are currently over \$300,000 (over \$129k operating funds and over \$171 thousand in other reserves (CD Portfolio and Equipment Reserve).

With just over 2 months to go in the current fiscal year, high levels of current operating funds, and the next pledge drive at the end of July, we are on course to beat budget. Lyn will work with John to develop the FY24 budget over the next few weeks, for presentation to the Board in August, and final approval in September.

**Report of the Executive Director**  
**Meeting of the WOMR Board of Directors**  
**Thursday, July 20, 2023 / Truro Public Library**

**Building Projects:**

The plans submitted by Anderson Windows to the Historic District Commission have been approved and have gone into production. Installation is estimated to begin in Sept or Oct. I am now seeking an estimate to repair the front door to the station as we prepare to work on the FY24 budget.

**Wellfleet Sprint Triathlon:**

Despite being a rainy morning, the race was a smashing success event-wise. We'll know more about the bottom line in the coming weeks.

**Events:**

The Devil's Purse event was postponed because there was an issue getting a commitment from a food truck. The new date - which hopefully was confirmed yesterday - will be Sept 6th. Holding the event on a Wednesday instead of a Saturday will improve our chances of securing a food truck. The plans for the "Rockin' Picnic in the Park" event scheduled for Oct 21st (Oct 22nd rain date) are still ongoing. See [Events Committee notes](#).

**Summer Drive:**

The Summer Drive begins on July 28 and concludes on August 10. Below are the current numbers for our Summer Drive.

Goals vs. raised:

On-air Appeal: \$85,000 / Raised: \$37,508

Direct Appeal: \$14,000 / Raised: \$1,060

**Marketing:** Kirsten has been getting familiar with the organization while managing the social media pages and writing her first newsletter. She has some ideas about how an updated website might serve us better, Matty has already started this conversation with our current web designer.

**Nominating Committee Report:**

I was on the verge of publishing the annual Nominating Committee report as dictated by the bylaws when one of the candidates withdrew his name. We still have four weeks until the publishing deadline and I have been talking to potential replacements. I've gotten a positive response from the station's former executive director Bob Seay, but nothing has been finalized.

~ Submitted July 19, 2023 / John Braden, Executive Director ~

## **Broadcast Issues**

### **WOMR July 2023**

**WOMR:** None at this time, however we expect Chris Kelly to install phase one redundancy equipment at the Provincetown site this week.

**WFMR:** The harmonics issue at WFMR has been settled, we are now waiting on a second reading from Broadcast Signal Labs that we can send to the inspector.

In addition, there is work being done on the tower in Orleans which means the station will be at half power or less between now and the middle of next week.