

Minutes of WOMR Board of Directors Thursday, May 16, 2024 on Zoom

Attendees: John Braden (staff), Sheila House, Indira Ganesan, Georgene Riedl, Eli Ingraham, Clarke Doody,, Fred Boak, Lyn Cason, Fran Sullivan, Ira Wood, Mary Martin, Dan Gallagher, Sarah Burrill, Marcy Feller (former board member and President)

Regrets: Barbara Blaisdell, Sheila Lyons

Meeting called to order at: 5:18pm

Minutes: Dan motioned to approve the minutes of the April 2024 meeting, Sarah seconded, approval was unanimous

Public comment: “no comment” – Marcy Feller

Finance Committee report: see attached

Regarding pledge drive expectations, Lyn and John joined a National Federation of Community Broadcasters (NFCB) call and report that smaller market stations are not reporting the same donor issues as larger market stations. Also, that stations in many New England states are accepting cannabis dispensary sponsorships for events (no on-air mention). This continues a conversation at the April 2024 meeting. Some said that taking money from cannabis industry is risky business, potentially damaging, and pointed out morality vs legality concern. It was agreed that this was a conversation that we should have and it was recommended that the Policy Committee take it on and make a recommendation.

Clarke and John will take a close look at the financial report from the recent picnic event.

Executive Director report: see attached

- John is not overly concerned by spring pledge drive direct appeal numbers, he expects donations to continue to come in through June and reports that approx \$5,000 has come in since he wrote the report
- When can we expect rebate from boiler purchase?
 - Paperwork was filed 3 weeks ago, process is expected to take 6-8 weeks.

Broadcast Issues & Updates: see attached

- Provincetown transmitter is still stable. It did require replacement of a cooling fan, but nothing major

Transmitter Replacement

Ira moved that we take any necessary funds, above what we already have designated for the transmitter fund, from our reserves to pay the deposit for a new Provincetown transmitter from transmitter; Eli seconded; after discussion, approval was unanimous

Discussion involved whether we can raise the remaining funds to pay for the transmitter by the time it is delivered (approx 2 months). Most likely not, but this is an essential element of the radio station. It was pointed out that because of the lower power signal from Provincetown, we are not

reaching our full audience, particularly Plymouth. A Plymouth based underwriter did not renew their underwriting. We have a waiver from the FCC for the lower power transmitter for now but come September there could be fines, though there's also the chance of a waiver extension.

Underwriting and Business Memberships

Clarke put together a presentation of our current underwriting and business membership programs and made some suggestions (included in board meeting packet).

Among the recommendations:

- keep annual underwriting rates the same for now, though they have not increased in 5 years, and we should reassess in 2025
- increase seasonal rates: In-season to \$30/spot (from \$20) and Off-season to \$25 (from \$15)
- take the opportunity to push seasonal underwriters to annual programs
- produce an annual underwriting sticker for businesses
- annual goals for board members to refer and succeed adding one business member and one underwriter
- grow pool of event sponsors

Discussion:

- should we consider keeping underwriters at legacy rates? Perhaps as an incentive to get businesses to sign up before rate increases. How long would legacy rate last?
- Legacy rate for transmitter fund donation?
- We should consider a new underwriting person. We have two, but one prefers to deal with renewals and the other has moved out of state.

Committee Minutes/Reports:

Program Committee meeting minutes are missing; John will make sure they are in next month's board packet. We do know that (spoiler alert!)

- new DJ evaluation is in process
- there is an unofficial "dead air" sub committee

Nominating Committee hopes to meet in the next week or two.

Other Business:

Sheila H. is going to join Cape Cod League of Women Voters as board president of WOMR. It turns out the folks she talked to there are not sure if they have business memberships and recommended that she just join)

Next board meeting: Thursday, June 15, 5:15pm, Eastham Public Library, 190 Samoset Rd, Eastham, MA 02642

Meeting adjourned at: 6:21pm; Sarah motioned, Mary seconded, approval was unanimous

Minutes submitted May 30, 2024 by Fred Boak, Board Clerk

June 20 2024 WOMR Financial Report

Committee Members (attended 6/18 Fin Com meeting*)

Lyn Cason- Treasurer*

Fred Boak

Eli Ingraham

Tony Pierson

Clarke Doody

Ira Wood

Sheila House- Board Chair*

John Braden- WOMR Executive Director*

Cash Management

As of June 16th WOMR has \$237k in total funds: \$17k in checking, \$93k in the operating Money market account, \$24k in the Transmitter account and \$103k in CDs. We ended April with \$276k in total funds. In May the down payment of \$25k was paid to Gates Air for the transmitter (out of the operating money market account). On 6/23 we will reinvest one of the CDs valued at \$20.5K into another 6-month certificate with interest estimated at approximately 5%.

Financial Performance October-May 2024 (7 months)

The P&L results for October 2023 – May YTD shows total revenue at \$494k and total expenses at 452k and net surplus at \$42k.

Total YTD Income of \$494k is 39k better than \$455k YTD 2023. Increase of 39k primarily from \$19k for the Transmitter campaign, \$10k from CPB and \$10k all other. Revenue from continuing operations is \$20k better than YTD 2023 or 4.4% ahead of YTD 2023.

Total YTD 2024 expenses of \$452k are 69% of the 660k annual budget and \$70k greater than the \$382k expenses for the first seven months of 2023. Contributing to the \$70k increase is the approved increase in staff salaries/benefits and outside contractors- primarily for marketing. When we close June and the 3rd quarter we will do a full analysis of the YTD results and make any needed suggestions to expense reductions for July through September 2024.

Finance Committee Meeting 6/18 :

1. Review of Financial Reports: P&L, Balance Sheet.
2. Transmitter Project- update from John.
3. School House Gallery lease renewal- 3 yr. renewal recommendation from John Braden to be approved by Fin Com and presented to WOMR BOD on 6/20
4. Discussion about identifying an additional local Rep to sell underwriting
5. With the operating money market account cash flowing the Transmitter project discussion about investigating a Line of Credit with Seaman's Ban

Report of the Executive Director
Prepared for the WOMR Board of Directors
June 20, 2024

Summer Pledge Drive:

The goal for the on-air drive is \$90k and the goal for the direct appeal is \$15k. The Drive begins on July 26th and ends on August 8th. For this drive we will be producing another beach towel which in the past has been very popular. Direct appeal letters will go out by the 3rd week of July.

Transmitter Appeal:

Close to 400 letters went out to supporters and volunteers in the mail last week. Because board members had already made a pledge to support the project, you may not receive a copy in the mail. You can review the material [here](#) and share it with your friends. We have also submitted support requests to The Beliziekian Family Foundation and the Kelley Foundation. We are currently finishing up requests to Seamen's Bank Long Point Charitable Foundation and The Coop with Cape Cod 5 and other local businesses on our target list.

One of our DJs will be approaching a gentleman from a foundation that he has a relationship with, who has supported our capital projects in the past. One of the members of the Task Force will be looking into the online vacation rental agencies for possible support. And I will be meeting with a staffer from Julian Cyr's office to see what options the Commonwealth may have for us.

Second Floor Climate System:

I am working with an agent from Rise Engineering to study whether the Cape Light Compact will underwrite a replacement for our heating/AC system for the second floor at the Schoolhouse. UPDATE: The quote for the system that we submitted was approved at 100% coverage. This incentive will save the station \$22.8k.

Wellfleet Sprint Triathlon:

The triathlon was a great success and the weather was perfect. The accounting will get settled over the next several months.

Marketing:

I did an interview with Chef Rossi (WOMR spoken word programmer) for [Provincetown Arts Magazine](#). While it's good press for Rossi, the station doesn't often get a lot of ink in this well produced magazine.

Upcoming Events:

- **WOMR Night at Prez Hall:** July 22 from 5 to 7 PM
- **Rossi Reading at East End Books:** August 15 in the Davis Space at 6 PM

- **WOMR Night at Prez Hall:** August 26 from 5 to 7 PM
- **WOMR Night at Prez Hall:** September 23 from 5 to 7 PM

~ Submitted June 19, 2024 / John Braden, Executive Director ~

Broadcast Issues / WOMR June 2024

Nothing to report.