

Minutes of WOMR Board of Directors

Wednesday, April 18, 2024

Zoom and Davis Space, WOMR, 494 Commercial St, Provincetown, MA 02657

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, Sheila Lyons, Matt Dunn (staff)

Regrets: Barbara Blaisdell, Sarah Burrill

Meeting called to order at: 5:18pm

Minutes: Fran motioned to approve the minutes of the March 2024 meeting, Georgene seconded, approval was unanimous

Public comment: none

Finance Committee report: see attached

new report looks helpful, a few comments and questions regarding format and available info, hopefully able to add year over year to report (sounds likely)

Executive Director report: see attached

- more fundraising to do for spring pledge drive, which is not surprising for a spring drive
- procedure for switching to new transmitter
 - orig estimate for turnaround from when order is placed was 3 months, but may be closer to 6-8 weeks
 - moving company will move old transmitter
 - shed will be weatherized and cleaned
 - moving company brings new computer
 - while transmitter is down, 92.1fm/WOMR will broadcast from WOMR bell tower (approx 1 week)
 - old transmitter will be going to a nice farm out in the country; actually it will be going somewhere in Brewster to be used for parts
- Rockin' Picnic in the Park (Brooks Park, Harwich, Saturday May 11)
 - we have sponsors (carry over from last year)
 - no new sponsors
 - special kids programming
 - fence will be setup Friday afternoon or Saturday morning (to be determined at next Events Committee meeting)

Broadcast Issues & Updates: see attached

- none (again!)

Committee Minutes/Reports:

John hopes to get Data Analytics, Transmitter Task Fore, and HR (nee Personnel) back in action, though concerned with overwhelming members with too many meetings/too many committees.

Other Business:

Underwriters/Business members

How to get new business members/underwriters from mid-Cape?

John thinks that, due to signal strength, we may be more likely to appeal to Plymouth businesses rather than Hyannis.

Discussion of how businesses think of underwriting. Technically it is a donation, but many businesses may consider it advertising. More discussion of the difference between business memberships. This is a project that Clarke is working on as part of the Finance Committee and he still needs to meet with staff to discuss options.

Can we mention supporters in the app somehow? Some seemed skeptical of that.

Marijuana dispensaries a possible source of underwriting if/when federal government lifts regulations.

Data analytics (random notes):

- A DJ has volunteered to join the committee
- Initially met when the app was new, without much followup
- Can we get monthly digital analytics reports to compare over time? "trends filter out noise"
- Digital vs FM traffic is an issue with analytics; really not much available for FM traffic
- Eli would like to analyze donor data, too
- Can we ask donors how they listen to the station (maybe via social media)?

Next board meeting: Thursday, May 16, 5:15pm, Davis Space, WOMR, 494 Commercial St, Provincetown, MA 02657

Meeting adjourned at: 6:24pm; Sheila L motioned, Fred seconded, approval was unanimous

Minutes submitted May 9, 2024 by Fred Boak, Board Clerk

April 2024 WOMR Financial Report

Committee Members(attended April 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

WOMR started April with \$231k in total funds compared to \$282k in total funds (\$51k less) at the beginning of March. As of April 17th, we have : \$23k in checking, \$11k in Transmitter Acct, \$107k in the money market account, \$103k in the CD portfolio bringing total funds to \$244k.

Financial Performance October-March 2024 (6 months- 1st and 2nd QTRs)

The P&L results for October 2023 – March 2024 YTD shows total revenue at \$339k, and total expenses at 336k and net income YTD at \$3k.

Total YTD Income of \$339k is 51% of the total year budget: \$660k and pacing on track with the first six months of 2023: \$341k.

Total YTD 2024 expenses of \$336k are 51% of the 660k annual budget and \$61k greater than the \$275k expenses for the first six months of 2023. Contributing to the \$61k increase is the approved increase in staff salaries/benefits and outside contractors- primarily for marketing.

Summary Finance Committee Meeting 4/16 Recap:

1. Quarterly review of Financial Reports: P&L, Balance Sheet, and Income sales trend by quarters .Committee reviewed reports attached in the BOD Packet .
2. Budget Variance Analysis- Second Quarter FY24. Committee reviewed the second quarter results in detail. Overall results are in line with budget. We will follow up with additional analysis of specific items like pledge drive results, underwriting, staff benefits and contractor expenses as we get further into the budget year.
3. CPB Submission process and Update: We have been approved to receive the second CPB payment of \$36k which is \$3K higher than budget.
4. Transmitter Project- A new bank account has been opened for the Transmitter project. \$13k has been received of the \$23k pledge by the WOMR BOD. The transmitter deposit of \$50k will be paid in two installments- \$25k due upon submitting order and \$25k within 30 days. Total project estimated at \$140k. It's expected that the \$50k deposit will be paid from a combination of the operating reserves and the transmitter funds raised.
5. Clarke Doody is taking the lead on investigating the possibility of expanding underwriting revenue. He will make his report to the FIN COM at the May 14th meeting.

Report of the Executive Director
Prepared for the WOMR Board of Directors
April 18, 2024

Spring Pledge Drive:

The Spring Drive ends today - Thursday the 18th. The goal for the on-air drive is \$93k and the goal for the direct appeal is \$23k. Pledges are still being processed but as of 4:00 today, we have raised \$73,822 on air and \$12,730 in the direct appeal.

Transmitter Appeal:

We have raised \$22,985 toward our goal of \$130,000 from board members, a staff member and using the proceeds from the 50/50 raffle at the Wellfleet Chamber of Commerce After Hours event in March. So far we have collected \$13,585. We will need \$25,000 for the deposit on the transmitter. I have reached out to the Bilezikian Family Foundation to establish a relationship as we have never approached them for funding in the past. Kirsten and I have a follow up meeting with them on Zoom on the 14th of May. I am also working on a grant from the Kelley Foundation.

The Transmitter Task Force doesn't have a meeting on the calendar at this time, perhaps we can make a date before the end of this meeting.

CPB Fine:

An effort to appeal CPB's fine was not successful. According to their response: we *"have not provided new information that shows WMOR was compliant at the time of the evaluation or that we misunderstood the facts at the time CPB finalized its management determination letter"*.

They added that *"The penalties imposed were already significantly reduced by 50 percent because WMOR was quick to update its website with the required information and to establish procedures to ensure compliance going forward. We understand that WOMR's noncompliance was unintentional, and we appreciate your commitment to improving your compliance efforts going forward. Nonetheless, the fact of non-compliance appears clear and it is our view that the imposed penalties are appropriate and consistent with CPB practices."*

Rockin Picnic in the Park:

Logistics for this epic event are coming together nicely. The events committee is meeting biweekly until the day of the event to ensure a smooth day.

20 Summers at the Schoolhouse:

The lease is signed. First month's rent and a security deposit has been paid. I am currently working with the bank to set up an escrow account for the security deposit.

Birthday Party:

The birthday party was a wild success. About 250 people attended and we had enough food for everyone right until the end. We also had \$1,100 in donations at the event in addition to the \$500 sponsorship.

Upcoming Events:

- **Rockin' Picnic in the Park:** May 11 from noon-4 PM at Brooks Park Harwich
- **Wellfleet Sprint Triathlon:** June 15 at Long Pond in Wellfleet
- **Rossi at East End Books:** August 15 in Provincetown at 6:00 PM

~ Submitted April 17, 2024 / John Braden, Executive Director ~

Broadcast Issues / WOMR April 2024

Nothing to report.