

Minutes of WOMR Board of Directors
Wednesday, October 25, 2024
Eastham Public Library, 190 Samoset Rd, Eastham, MA 02642

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, Sarah Burrill, Bob Seay (BoD candidate), Stephanie Helm (BoD candidate), Breon Dunnigan (BoD candidate), Kirsten Andersen (marketing), Matt Dunn (staff)

Regrets: Barbara Blaisdell

Meeting called to order at: 5:16pm

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

Public comment: none

Finance Committee report: see attached

- ideally we want to have a 6 month nest egg (~300k in combined accounts)
- some early thoughts on ideas for more fundraising, including popup/off-season/short pledge drives
- redundancy project phase II is on hold for now, really a luxury, especially since we now have three links between WOMR & WFMR transmitters

Ira motioned to approve the proposed budget for fiscal year 2025, Dan seconded, approval was unanimous

Executive Director report: see attached

- please read the shared DJ agreement
- question: do we need a non-DJ volunteer agreement? To be discussed.

Broadcast Issues & Updates: see attached

- new transmitter is up & running!

Marketing/Outreach Annual Report (Kirsten)

- Year 1: outreach, stream lining, pivot to a more consistent message
- Year 2: build on what we did Year 1, focus more on development
 - idea: outreach to estate planners on Cape Cod

There was some discussion of the Public Radio Tech Survey slide deck that Matt shared with the board via email.

Next board meeting: Thursday, December 12, 2024, 4pm on Zoom

Meeting adjourned at: 6:15pm; Georgene motioned, Fred seconded, approval was unanimous
~Minutes submitted December 10, 2024 by Fred Boak, Board Clerk

October 15 2024 WOMR Finance Committee Report

Committee Members (*attended 10/15 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

At the end of the fiscal year 2023- Sept. 2023: WOMR had \$236k in total bank accounts. As of the end of the fiscal year 2024 – Sept. 2024, WOMR's total bank accounts were \$160k. The \$76k decrease is mostly related to the funds withdrawn to pay for the WOMR transmitter and boiler equipment for the Schoolhouse.

As of October 18th, we have \$14k in checking and \$50K in the operating money market account and \$102k in CDs for a total of \$165k. Total pledges for the Transmitter project are at \$82k. We collected \$71k in fiscal year 2024. The transmitter total project cost was \$123k.

In the First Qtr. 2025 (October 2024-December 2025) cash inflows beyond underwriting and membership will include \$85k from CPB -expected in November and an \$11k equipment rebate from Mass. We have grant requests out to three foundations- waiting to hear back and we will continue to ask for capacity building donations to build up our operating reserves with a goal of having 6 months of working capital (\$300k in total bank accounts) on hand at all times.

Financial Highlights October-September 2024 (Total year 2024)

The results for Fiscal year 2024: Total income is \$714k and total expenses are \$654k creating a net surplus of \$60k. If we deduct the \$71k raised for the transmitter project 2024 would have a net deficit from operations of \$11k.

Total YTD 2024 expenses of \$654k are \$6k less than the 2024 annual budget of \$660k.

Notes from Financial Committee meeting 10/15/24:

1. Standard Financial Update – the \$60k surplus is \$15k better than what we forecasted.
2. The non-federal financial support (NFFS) for 2024 came in at \$521k which is \$64k more than 2023. This is material because the \$64k increase will result in CPB releasing more funds to WOMR in fiscal year 2026.
3. Fiscal Year 25 Budget Discussion -
Committee discussed assumptions to achieve a balanced FY25 budget of \$670k.

4. Underwriting will be supported by more local outreach. Kirsten Anderson is adding underwriting to her portfolio.
5. The 4 pledge drives are budgeted at 335k vs. 332k for the current year (no increase). Fin. Com members did ask what can we do differently with on-air and direct mail and how will we use social media and digital to increase our membership base? What additional benefits can we offer members. It was recommended that the Data Committee look into the fundraising analytics.
6. \$10k in income is budgeted in 2025 for the Transmitter capital campaign- to reflect balance of pledge payments and foundation grants expected.
7. Regarding expenses:
Merit increase pool of 5% is budgeted in the Salary account for 2025. Board to approve the salary budget on 10/24.
Marketing contract labor is \$46k - the same level as 2024, technical contract labor is budgeted at - \$6k reflecting the need for less equipment repairs in 2025.
Facilities/equipment maintenance and Schoolhouse operations are all budgeted at 2024 levels. The equipment/transmitter installations in 2024, will result in maintenance/utility costs that will be lower than prior years. Fundraising expenses for events will be lower than 2024 by 3k as we will have more sponsors in 2025.
8. We will ask the BOD to approve the 2025 balanced budget at the BOD meeting on 10/24/24.
9. Other Initiatives with a Financial Component:
 - a. Employee Healthcare benefits- Current plan is up for renewal April 2025. We are in the process of asking our insurance broker at Bentson Young and Downs to provide a coverage review with potential recommendations to optimize our coverage effective April 2025

Report of the Executive Director
Prepared for the WOMR Board of Directors Meeting
October 24, 2024

Fall Pledge Drive:

The goal for the on-air drive is \$94k and the goal for the direct appeal is \$24k. This drive also serves as our year-end giving appeal. Letter went out on the 10th and checks started coming in this week. The on-air drive begins on November 1st and goes for 14 days. The DJs would welcome board members who would like to come in and show their support. In addition, you could record a short pitch or call in and talk on the air. All of these options will need to be coordinated with me.

Transmitter Appeal:

We had some decent donations in September and early October but as we are now entering the Fall Drive, we have pulled our on-air message.

The Seamen's Charitable Foundation has pledged \$10,000 over two years and has already sent a check for \$5,000. A request was submitted to the Cooperative Bank of Cape Cod's Foundation but we won't hear back from them until next month. We have re-submitted our request to the Kelley Foundation and have submitted our first funding request to the Amelia Peabody Charitable Fund.

Transmitter Project:

The new transmitter has been up and running since September 20th at 11:45 am. It's been running smoothly and the digital nature of the transmitter means that our third redundancy in Orleans is now functioning much better than it did with the old transmitter. There are now three feeds going to each transmitter site, although two of them are internet based.

Events:

The station worked with the Town of Orleans and the Orleans Chamber of Commerce to produce an event that was promoted as an extension of the two-day Outermost Rhythm and Roots event. The Outermost Friday Market in the Park took place on October 11th from 3:30 to 7:30 on the Orleans Green at Snow Library and was a great success. There will be food trucks and retail vendors as well as DJs and live musicians. We had an info-table where we sold WOMR logoed hats and sweatshirts. Our App Ambassadors helped dozens of people download the WOMR app onto their smartphones.

We will continue the Mondaze series on October 28th from 5 to 7 pm at Prez Hall. The Cape Noir Radio Theater event at prez Hall has been postponed as has the UU Meeting House Concert in November. That event will be rescheduled for June.

Community Advisory Board (CAB):

The Community Advisory Board met on Saturday with one new member. After sharing a report of activity with the CAB, they gave feedback and asked questions on a variety of subjects, including news programming, student programming, statistics and marketing, underwriting vs advertising, emergency broadcasting and the events calendar. The CAB consists of members of the community (listeners) who meet twice annually as a requirement of the Corporation for Public Broadcasting.

Upcoming Events:

- **DJ Summit Meeting:** October 26 at 10 AM on Zoom
- **WOMR Mondaze at Prez Hall:** October 28 from 5 to 7 PM
- **WOMR Annual Meeting:** November 23, lunch at noon, meeting at 1:00, Elks Lodge Eastham

~ Submitted October 22, 2024 / John Braden, Executive Director ~

Broadcast Issues / WOMR October 2024

92.1 FM in Provincetown is currently broadcasting at full power through our brand new liquid cooled transmitter. The signal is a hybrid of digital and analog. The digital signal put one of our redundancies at the Orleans transmitter site back into play.