

WOMR Board of Directors Meeting
Minutes September 19, 2024
The Davis Space, WOMR Studios, Provincetown, MA

The meeting was called to order at 5:16 PM.

In attendance: Georgene Reidl, Fran Sullivan, Dan Gallagher, Carolyn Cason, Ira Wood, Sheila House; John Braden (staff).

Via Zoom: Mary Martin; Clarke Doody .

Regrets: Fred Boak; Eli Ingraham; Sheila Lyons; Barbara Blaisdell; Indira Ganesan; Sarah Burill.

Guests: Michael Fee (Program Committee); Matthew Dunn (staff).

Guest Via Zoom: Bob Weiser; Deb Ennis; Bob Seay; Stephanie Helm

Public Comment: None.

Approval of Minutes of June and July/August Minutes: Sheila House Moved; Georgene Reidl seconded. Unanimously approved.

Executive Director's Report: (see attached). Among those issues discussed were: Summer Pledge drive totals to date; upcoming events; Fall Pledge Drive to begin on November 1; Upcoming events; the HVAC system has been replaced free of charge by the Cape Light Compact. The Annual Meeting will take place at the Eastham Elk's Club on November 23.

Finance Committee Report: (see attached Report Including 2025 budget). The treasurer presented the budget for 2025. This was a zero-based budget. Highlights included a 5% increase in salaries for staff; refreshing reserve account funds used for new transmitter with grants as they are received.

Broadcast Issues and Updates: The transmitter project is proceeding according to schedule; the new transmitter should be on-line on 9/21; the shed repairs were completed by John Braden and Dan Gallagher; Dan Gallagher recommended roof repairs to protect new equipment.

Move to Enter Executive Session for the Purpose of Discussing Personnel Issues: Ira Wood moved. Georgene Reidl seconded. Unanimously approved. Guests were kindly asked to leave.

Executive Session came to order at 5:57 PM.

Regular Meeting of the Board resumed at 6:07 PM.

Questions about Committee Minutes Reports: The Programming Committee reported on its ongoing work on Programmer Evaluations; DJ transitions; Program Proposals.

Other Business: A marketing report from Christin was discussed. The possibility of a future agenda item concerning Board goals was discussed.

The next Board meeting will take place on October 17, 2024. No location was settled upon but a Brewster was suggested.

Move to adjourn: Ira Wood moved. Dan Gallagher seconded. The Meeting was adjourned at 6:25 PM.

Minutes submitted by Ira Wood.

September 19 2024 WOMR Financial Report

Committee Members (*attended 9/11 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 Sept. 9th WOMR has \$199K in Total bank accounts compared to \$250k a year ago or \$51k (25%) less than last year. Of the \$199k, \$186.8k is in unrestricted cash (checking, CDs and money market account) which covers about 4 months' of operating expenses. The Transmitter account balance is \$12k which is the net balance after the Gates Air transmitter equipment (\$100k) has been paid in full and received! The balance of the transmitter pledges should cover the unpaid installation expenses -estimated at 15k. Total funds raised to date for the Transmitter are \$80K.

Financial Performance October-August 2024 (11 months)

The P&L results through October 2023 – August 2024 shows total income at \$692k and total expenses at \$607k and net surplus at \$85k.

Total YTD 2024 expenses of \$607k are 92% of the 660k annual budget and pacing to come in close to budget for 2024.

Notes from Financial Committee meeting 9/11/24:

1. Standard Financial Update - Finances remain strong with a few weeks to go to the end of current fiscal year. We expect to end the current budget year with a surplus of \$45k.
2. Summer Pledge Drive Update - looking okay with strong deposits to the August checking account. John will give an update at the Sept. Board meeting.
3. New Fiscal Year 25 Budget Discussion -
Committee discussed assumptions to achieve a balanced FY25 budget of \$669,000.

Regarding Income:

Underwriting will be supported by more local outreach.

The pledge drive fundraising is budgeted at 335k vs. 326k for the current year (3% inc.) 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.? Clarke Doody agreed to research best practices around Y-Tube usage by other community licensees in WOMR's cohort group.

\$10k is budgeted for the Transmitter capital campaign- to reflect balance of pledge payments and foundation grants expected.

Regarding expenses:

Merit increase pool of 5% is budgeted in the Salary account effective 10/1/24.

Board to approve the 5% increase and John Braden to decide how to allocate to staff.

Contract labor reflects Marketing contract of \$46k compared to \$45k in 2024, technical contract labor is budgeted at 2024 levels- \$6k.

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 4k as we will have more sponsors in 2025.

4. After discussion, the committee approved a balanced budget. Lyn Cason will present to the Sept. Board meeting.
5. Major Initiatives with a Financial Component - no new ones
6. Other Business - next Finance committee meeting in October 15th 5:15PM

Report of the Executive Director
Prepared for the WOMR Board of Directors Meeting
September 19, 2024

Summer Pledge Drive:

The goal for the on-air drive is \$90k and the goal for the direct appeal is \$15k. As of the 17th, we have raised \$94,803 on air and \$13,690 through the direct appeal for a total of \$108,493.

Transmitter Appeal:

We had an aggressive social media campaign for several weeks running up to the drive but we have suspended that in favor of the summer drive. Donations continue to come in, we are at almost \$80k in pledges which brings us to 70% of our goal. With the drive in our rear view, we can now reboot our social media campaign.

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 from them for a couple of months. We are re-submitting our request to the Kelley Foundation and have submitted our first funding request to the Amelia Peabody Charitable Fund.

With the on-air announcements for the transmitter work, we have added language that invites listeners to donate to the project.

Transmitter Project:

The electrician completed the work that he needed to do for the project in the second half of August. Chris Kelly dismantled the old transmitter in early September and installed a temporary transmitter in the attic at the Schoolhouse. Magnum Movers hauled the old transmitter away on the 5th and delivered the new one on the 14th. Dan Gallagher will be sealing the floor and walls of the shed during the week of the 9th and the installers arrived on the evening of the 16th while Chris Kelly spent Saturday and Monday working on some pre-installation chores.

Events:

In addition to the monthly Mondaze events at Prez Hall, the station is working with the Town of Orleans and the Orleans Chamber of Commerce to produce an event that will be promoted as an extension of the Outermost Rhythm and Roots event in mid October. The event is called Outermost Friday Market in the Park and will take place on October 11th from 3:30 to 7:30 on the Orleans Green at Snow Library. There will be food trucks and retail vendors as well as DJs and live musicians.

New HVAC System for the Second Floor:

EF Winslow installed a new heat pump climate system in the attic of the Schoolhouse in the first week of September that services the second floor. The system was fully approved by the Cape Light Compact for a full rebate because it replaces our need for fossil fuel - in this case, propane.

Upcoming Events:

- **WOMR Mondaze at Prez Hall:** September 23 from 5 to 7 PM
- **Outermost Friday Market in the Park:** October 11 from 5:30 to 7:30
- **Cape Noir Radio Theater Live at Prez Hall:** October 23, 6:30
- **WOMR Night at Prez Hall:** October 28 from 5 to 7 PM
- **UU Meetinghouse Event TDA:** November 9 at 5 PM
- **WOMR Annual Meeting:** November 23, lunch at noon, meeting at 1:00, Elks Lodge Eastham

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

Broadcast Issues / WOMR September 2024

92.1 FM in Provincetown is currently broadcasting at low power (500 watts) in the attic in the Schoolhouse. We expect to be broadcasting a digital signal at full power no later than the 20th.