WOMR Board Meeting – Summary of Minutes February 16, 2025

Attending: John Braden (staff), Breon Dunigan, Indira Ganesan, Lyn Cason, Mary Martin, Sheila House, Ira Wood, Barbara Blaisdell, Stephanie Helm, Sarah Burrill, Eli Ingraham, Bob Seay

Regrets: Fred Boak, Fran Sullivan, Clarke Doody, Dan Gallagher

Meeting called to order at 3:30 on Zoom

Approval of Previous Minutes: The minutes from the December and January meetings were approved unanimously after correcting Eli Ingraham's name spelling. AI tools, including Otter and ChatGPT, were effectively used to condense a 15-page transcript to two pages.

Financial Report: The station reported a year-to-date surplus of $68,000 - $17k better that we were at last year in the same period. Discussions included the cyclical nature of revenue, pledge impacts, and underwriting contributions. The station's cash position remains strong.

Insurance Policy: A potential 7.8% increase in health insurance renewal costs was discussed. A new insurance broker has been engaged to explore various renewal options, with recommendations expected shortly.

Strategic Planning: A strategic planning retreat is scheduled for March 22nd, facilitated by Rima Dael from the NFCB. A subcommittee was formed to develop and distribute a community feedback survey. The survey will target stakeholders including former board members, donors, and sponsors.

Broadcasting Issues: The Provincetown frequency continues to experience issues with static due to fractures in the feedline to the transmitter at the water tower. Chris Kelly performed a temporary fix, but a more permanent solution involving replacement of the feedline is needed.

Programming and DJ Agreements: Discussion focused on clarifying the board's oversight role in programming decisions, reinforcing the program committee's authority to accommodate special programming while maintaining the station's volunteer-driven mission. An updated DJ agreement will be distributed to volunteers for review and approval.

Committee Reports and Action Items:

- The Events Committee is actively planning upcoming events, including ongoing Monday events and preparations for the station's birthday.
- The next board meeting is set for April 17 at 4:15 PM, location pending.

Action Items:

- Board members to coordinate support for the upcoming pledge drive.
- Explore health insurance renewal options and alternatives.
- Provide previous community survey questions to inform the new survey.
- Schedule and hold a subcommittee meeting on March 5 at 4 PM to finalize community survey plans.

Minutes generated by Otter.AI, ChatGTP and John Braden

February 20 2025 BOD meeting

<u>WOMR Finance Report</u>

Finance Committee members:
Lyn Cason-Treasurer
Fred Boak
Dan Gallagher
Stephanie Helm
Bob Seay
Sheila House

<u>Cash Management</u>
As of February 18th, we have $4K in checking and $106K in the operating money market account and $106k in CDs for a total Bank account balance of $216K.

As of January 31st, WOMR had $115k in operating cash and money market accounts compared to $146K ($31K less) in the same accounts December 31st, 2024.

<u>Financial Highlights First four months of 2025 (October 2024-January 2025) versus October 2023-Janaury 2024</u>
Total income is $296K and total expenses are $227K resulting in a YTD net surplus of $68K. Compared to prior year to date actuals: Income is $19k more than 2024 and expenses are $2K more than same period in 2024 The resulting net surplus variance is $17k better than the same period in 2024.

<u>Notes – Income and expenses- variance analysis for First Qtr. 2025 compared to 2024</u>

1. The YTD Income variance- is $19k:
   -$7K-Underwriting is less
   +$9K-Pledges are $ higher
   +$14K increase in CPB funding
   +$6k Transmitter Fund
   -$3K All other (includes auto and events)

2. Expenses - First four months of 2025 are $2K greater than First four months of 2024:
   - $12K more in staff salaries/benefits- Annual increase effective Jan. 2025
   + $5K less in fundraising expenses- timing difference
   + $7K less in contractor expenses- timing difference
   -$6k more in transmitter -electricity/maintenance
   +$4k less in G&A expenses

3. First Qtr. 2025 results compared to 2025 Budget:
   a. First four months of expenses are $227k or 33.3% of the total year budget. The pacing of income and expenses is as expected.

Committee Goals for 2025

1. Ensure good financial stewardship by diligent review and questioning. Currently-working with John Braden and Chris Smith (Health insurance Broker) to select a Health Insurance plan that is more cost effective without reducing the coverage benefits. Health insurance plan renews April 1st. Will complete analysis before March 22nd.
2. Monitor financial results and complete analysis of the monthly/quarterly financial reports (monthly)
3. Preparation and analysis of WOMR's operating budget and capital equipment spending (May-June)
4. Review of major expenditures and provide recommendations to BOD (as needed).
5. Work with staff and Board committees to explore and maximize fundraising opportunities with State/Fed government agencies, state and local foundations, community partners, individual donors and community sponsors (on-going).
6. Monthly meeting no later than each Tuesday prior to the monthly Board meeting. Starting in March- Tuesday March 18th Finance committee meeting is a zoom event starting at 4:30PM.

Report of the Executive Director

Prepared for the WOMR Board of Directors Meeting

February 20, 2025

Membership Drives:

The goal for the Fall on-air drive is $94k and the goal for the direct appeal is $24k for a total of $118k. As of February 18, we have raised $97,910 for the on-air drive and $24,125 for the direct appeal for a total of $122,035 via 725 pledges. Not a lot of additional donations since the January report.

The Spring Drive begins on April 4th and runs through the 17th. Currently we have collected $20,700 in donations and $19,500 in pledges toward that effort. The goal for the direct appeal and on-air appeal is $111,200.

Transmitter Appeal:

Kirsten and I met with the Executive Committee of the Kelley Foundation but have not yet been contacted about a decision. The request from Kelley was $15,000. UPDATE: the Kelley Foundation awarded us $10,000 toward our transmitter upgrade late this afternoon.

Strategy Planning:

Kirsten and I finished up a request to the Cape Cod Five Foundation for support for our upcoming Strategy Planning. The request includes funding for a Public Media Company (PMC) Impact for All customized insight reports and for moderation services from the National Federation of Community Broadcasters. Please be sure to put March 22nd on your calendar for an all-day planning session here in the Davis Space at the Schoolhouse.

Upcoming Events:

March 31st from 5:00 to 8:00 PM: WOMR's 43rd Birthday Party at Prez Hall

April 24th at 7:00 PM: The Outermost Poetry Reading at Prez Hall

May 10th, Orleans Green: Cherry Blossom Market in the Park

June 14, Long Pond Wellfleet: Wellfleet Sprint Triathlon

Broadcast Issues / WOMR February 2025

Transmitter Feedline at Mt Gilboa:

About three weeks ago, we experienced significant static from the Provincetown frequency. Chris Kelly made remote adjustments that temporarily resolved the issue, but the static returned within 24 hours and could not be fixed remotely. Kelly traveled to the site the next day but was unable to resolve the problem, prompting him to call in a contractor to inspect the feedline.

The first crew did not find the issue, but a second crew identified a couple of fractures in the feedline leading to the antenna. Plans to replace the feedline encountered a complication when I consulted with the head of the water department about securing the new feedline to an existing ice bridge and fence. He informed me that the water tower is scheduled for major renovations this coming fall, which will include removing the ice bridge, burying existing lines, and burying an outfall pipe. The town had planned to approach us about burying our feedline as part of this project.

Since the fall renovation plans are still incomplete, Kelly has opted for a temporary repair, replacing only the damaged section for now. We will revisit the full replacement once the town finalizes its plans. The last time I heard from him he was procuring the parts necessary to make the repair. According to Cody at the water department, the upcoming work may require lifting our antenna and tower from the top of the tank for a couple of weeks.

~ Submitted February 19, 2025 / John Braden, Executive Director ~