

Minutes

WOMR Board of Directors Meeting

Thursday, July 17, 2025 – 5:30 PM (via Zoom)

Attending: Sheila House, Barbara Blaisdell, Bob Seay, Dan Gallagher, John Braden, Kirsten Anderson, Marci Feller, Mary Martin, Matty Dunn, Breon Dunigan, Indira Ganesan

Regrets: Ira Wood, Fred Boak, Sarah Burrill, Fran Sullivan, Stephanie Helm

Attendance issues were highlighted with 12 out of 16 board members present. The Finance Committee reported a combined cash balance of \$248,000, recommending a \$60,000 line of credit due to expected funding shortfalls. The year-to-date income is \$598,000, with expenses at \$510,000, resulting in a \$89,000 surplus. The board approved a \$10,000 annual subscription for Bloomerang CRM to improve donor management and fundraising. The temporary antenna installation was also discussed, with a \$15,000 cost estimate for the feed line.

1. Meeting Opening and Minutes

- Meeting was called to order at 4:10 PM.
- John Braden noted minor differences between robot- and human-generated minutes from the last meeting.
- Sheila House volunteered to continue taking notes in tandem with automated transcription for accuracy.

2. Finance Committee Report (Lyn Cason)

- Combined cash and money market/CD balance: **\$248,000**
- Year-to-date income: **\$598,000**; Expenses: **\$510,000**
- Budget pacing at 89% of the \$670,000 annual budget; current surplus: **\$89,000**
- Noted absence of **\$85,000 CPB funding bump**
- Recommended pursuing a **\$60,000 line of credit** with Seamen's Bank
- Anticipate end-of-year surplus despite expected expenses
- Misc. finance items referenced in Lyn's report: underwriting, car donation revenue, pledge totals, savings from schoolhouse maintenance, and a **\$15,000–\$20,000 capital expense for Gilboa Cable Project**
- Discussion included goals for reaching **\$325,000–\$330,000 in 6-month reserves**

3. Insurance and Risk Management

- Flood insurance expected to rise to **\$16,000** over the next few years
- John B. to review leases for required tenant insurance coverage
- Additional insurance issues, including possible self-insurance, will be addressed in the next Finance Committee meeting

4. Revenue and Fundraising Strategies

- Scenario planning discussed:
 - Increasing underwriting
 - Expanding sponsorship revenue for events
 - Pledge drives: Summer (July 25–August 5), Fall, Spring, and a potential **February Pop-Up Drive** (new idea)
 - Major donor cultivation and family foundation outreach

5. CRM Platform Recommendation

- John Braden, Matty Dunn, and Kirsten Anderson presented the case for switching to **Bloomerang CRM**
- Platform benefits: improved donor tracking, engagement, communications, volunteer/event management
- Importance of data privacy and local backup was emphasized
- Board unanimously approved **\$10,000/year Bloomerang subscription**
- Implementation is underway

6. Engineering and Broadcast Updates

- Ongoing issues with broadcast infrastructure noted
- Chris Kelly advised the **antenna project won't be costly**, though **telescoping section may add cost**
- **Cody from the Water Dept.** still needs to follow up with John B. regarding site logistics

7. Human Resources

- The **HR Committee** will meet in September to review edits to the Employee Handbook
- The September board meeting will also include a review of the revised handbook

8. Meeting Logistics

- A post-meeting poll found that **4:00 PM** is the preferred start time for board meetings (over 5:15 PM, which was briefly discussed)

Action Items

- **Matthew Dunn** to review Bloomerang contract for data privacy and backup guarantees
- **Staff** to obtain estimate from James Roderick on sewer hookup costs
- **Staff/ED** to review tenant leases regarding insurance requirements

OtterAI generated with edits by John Braden