

# Minutes

## WOMR Board of Directors Meeting

Thursday, Sept 18, 2025 – 4:00 PM

### Eastham Library

**Attending:** Breon Dunigan, Daniel Gallagher, Bob Seay, Mary Martin, Lyn Cason, Stephanie Helm, Barbara Blaisdell, Ira Wood, Sarah Burrill, Fran Sullivan, Sheila House, John Braden (staff), Mike Fee (board candidate), Dave Panagore (board candidate)

**Regrets:** Indira Ganesan, Clarke Doody, Eli Ingraham, Fred Boak

**Meeting Summary:** The board discussed the financial status and future plans of the organization. John Braden requested a \$75,000 line of credit with an 8.5% interest rate. Year-to-date income is \$813,000 against expenses of \$629,000, resulting in a \$184,000 surplus. The Bloomerang CRM system is being implemented, with data transfer currently in the works. The fall fundraising drive aims for an increase over last year's \$90,000. The organization is exploring new revenue sources, including corporate sponsorships and foundation grants, and considering a winter concert series to boost visibility and support.

The board **voted to approve** the July meeting minutes.

## Financial Report/2026 Proposed Budget

### Financial Overview and Line of Credit Request

- Lyn reported the request for a \$75,000 line of credit, mentioning the application fee and an interest rate of 8.5%.
- The goal is to avoid cashing out CDs and to manage cash flow using bank and money market accounts.
- Current reserves are \$55,000 in the checking account and \$162,000 in the money market account.
- The line of credit will act as a buffer for cash management, especially with the loss of CPB grant funding.
- Total income is \$813,000, with expenses of \$629,000, resulting in a year-to-date surplus of \$184,000, compared to a \$15,000 loss last year.
- Lyn presented a budget proposal for FY26 for the board to consider and ratify at their next meeting.

## **Revenue and Fundraising Strategies**

- Lyn outlined the budget for underwriting and events, with a focus on delivering a profit from events.
- The fall fundraising drive will include a pop-up fund drive around Valentine's Day, with potential thank you gifts like chocolates.
- The development committee needs to focus on events, major donations, and underwriting.
- The importance of corporate sponsorships and foundation relationships is emphasized for future funding.

## **Executive Director's Report**

### **Summer Membership Drive**

- The station exceeded its goals for both the on-air drive and the direct appeal for the summer membership drive by \$113,400.
- The matching challenge from the board resulted in more than 200 new donors in the database.
- New donors brought in just under \$40,000.

### **CRM System Implementation**

- The staff continues to test the waters of the Bloomerang CRM system, with volunteer management already in progress and the data transfer still in the works.
- The transition to the Bloomerang should take a few more weeks to fully implement.
- (Bloomerang can be accessed by multiple computers and phones, and the data can be exported if needed.)
- The staff is currently using the system for volunteer management and hour tracking.

## **Broadcast Issues & Updates**

### **Upgrades at the Mt Gilboa Transmitter Site**

- WOMR's transmitter resides on Mt Gilboa, site of one of two water towers that serve Provincetown.
- Plans to upgrade the infrastructure at Mt Gilboa will incur expenses for the station and interrupt our broadcast infrastructure. This will include replacing the feedline that runs between the transmitter and the antenna and erecting a temporary antenna to use during the down time.
- Currently, plans and a timeline for the work are still in progress. John has been meeting with the superintendent of the water department and with our broadcast engineer Chris

Kelly. On Monday he will meet with Verizon staff to see if we can share an ice bridge to support the transmitter's feedline once the upgrades are completed.

## **Other Business**

### **Auto Donation and Community Engagement**

- The need to improve auto donation promotion is discussed, with ideas like testimonials and pre-recorded messages.
- The idea of targeting undertakers and lawyers for memorial donations is proposed.
- The potential for private plane donations is mentioned, but the logistics and marketing would be challenging.

### **Volunteer Involvement and Event Planning**

- The importance of involving volunteers in the Bloomerang system and training them is highlighted.
- The fall drive will begin on November 7, with a focus on keeping up the same momentum that we enjoyed during the summer drive.
- The annual meeting is scheduled for November 22, with Rima as the guest speaker.

### **Strategic Planning and Development Efforts**

- The need for a long-term strategy for revenue sources, including sustaining memberships and corporate sponsorships, is emphasized.
- The potential for paid programming and corporate sponsorships is considered, with a focus on editorial control.

### **Community Engagement and Awareness**

- The idea of a winter concert series is proposed, with potential corporate sponsors and venues being explored.
- Ideas like bumper stickers and stickers for business supporters are proposed to raise awareness.
- The potential for collaborations with local organizations and events to increase visibility is discussed, including an upcoming Holly Folly collaboration with the Provincetown Business Guild.

## Action Items

- Explore corporate sponsorship opportunities and partnerships to diversify revenue sources.
- Plan a volunteer appreciation event to thank volunteers for the successful summer fundraising drive.
- Ensure key volunteers are trained on the Bloomerang CRM system before the fall fundraising drive.
- It was suggested that Rima Deal, the CPB CEO who has accepted an invitation to speak at the annual meeting, might provide insights on other community radio station strategies.
- Daniel suggested we investigate the feasibility of a "cabin fever" winter concert series in Provincetown as a new fundraising event.
- Provide WOMR stickers to underwriters to increase station visibility in the community.

Meeting adjourned at 5:20 (need a confirmation)

Minutes by Otter AI and John Braden