

**Minutes**  
**WOMR Board of Directors Meeting**  
**6PM, February 7, 2017**  
**Eastham Public Library**  
**190 Samoset Rd, Eastham, MA**

**In Attendance:** Ira Wood, John Braden, Marcy Feller, Fred Boak, Chuck Cole, Sheila House, Tony Pierson, Rick Sigel, Bob Weiser, Dave Wilber, Felice Coral

**Regrets:** Seth Rolbein, John Yingling, Susan Lindquist, John Nelson, Bruce Bierhans, Carol Courneen

**Meeting called to order at 6:05pm**

**Public Comment:** Felice said that she hears from listeners and "people love the station."

**Minutes:** Rick moved to approve minutes of January 2017 BoD meeting, Marcy seconded, unanimous approval (9-0-0)

**Finance Committee report:** attached

John: line of credit balance is down to \$0, we have about \$34,600 in the bank. Rick: basically, we're "doing great."

**Executive Director's report:** attached

Mortgage re-negotiation was verbal from bank, still need to complete paperwork.

**Fundraising Analytics** – attached

Discussion about additional data which might be helpful, including top donors, and how development committee and board can use this information.

**Upcoming Events and the Need for Board Help** – see attached event list

It was suggested that board members should always try to invite friends/neighbors to station events. Adjunct to this discussion, Ira asked that all board members keep in mind possible board and committee members.

**How to Get Ahead of Possible CPB Funding Reductions**

Currently CPB funding accounts for approx 15% of our annual budget.

Suggestion: promote Sunday/noon and weekday/12:30 & other quality local programming

Suggestion: promote Democracy Now, Counterspin, Alternative Radio – can we get Amy Goodman promo? Pledge drive cut-ins during Democracy Now?

**Ratify Committee Appointments:** Bob moved to ratify the proposed committee Appointments, Chuck seconded, unanimous approval (9-0-0)

**Questions/Comments about Committee Reports/Minutes:** Fred commented that the new program "Voices from the Wheelhouse" is "really good radio" and encouraged folks to listen to it.

**Next BoD meeting:** Tuesday, April 4, 2017, 6pm in the Davis Space at WOMR, 494 Commercial St, Provincetown, MA

**Meeting adjourned at 7:30pm** – Sheila moved to adjourn, Dave seconded

**Minutes by** Fred Boak

**February, 2017**  
**Report to the WOMR Finance Committee**

**Cash Flow:**

As of Tuesday (12/27) we have \$34,684 in the checking account. The line of credit is paid down to zero.

**Underwriting:**

We have increased underwriting sales by \$4,426 over last year at this time.

**Final Fall Drive Totals:**

I reported last month that we had raised a total of \$79,416. As of the end of January that total is now \$89,562 - \$14,800 through the direct appeal and \$74,761 through the on-air appeal. We had budgeted \$12k and \$65k respectively.

Submitted by  
John Braden E.D.  
February 6, 2016

**Report of the Executive Director**  
**Meeting of the Board of Directors of WOMR/WFMR**  
**Tuesday February 7<sup>th</sup>, 2017 – 6:00 PM**

**Intern:**

In addition to attending Board and committee meetings, Sam Wood has been transcribing the tapes of radio programs with historical interest that we have stored in the attic, as well as many of the Joyce Johnson tapes for which we received a grant for. He has done several research projects – collecting information for law firms, other nonprofits on the Cape, Festivals on the Cape, etc. He's written and recorded spots, researched questions for a project for the Center for Coastal Studies, cleaned up some of the underwriting. I will be happy to share his final essay about the experience.

**Outreach:**

We are naming sponsors for a five-part concert series at the Academy Playhouse that runs through April and March. The staff and Events Committee are producing an additional five events spanning March through May including a showing of *Outermost Radio: the Film* at the Cultural Center of Cape Cod. We are currently looking at Plymouth Plantation for a second showing in June. We are also working with the Development Committee to book the Dog & Pony show at the Cape libraries with expanded editions to include some of the DJs.

**CPB SAS & Financial Reporting *plus*:**

Justine, Chris and myself worked on the extensive Station Activity Survey for the Corporation for Public Broadcasting grant. Ira and Sandra Hemeon McMahon were also helpful. Our financial reporting is due next with a deadline of 2/28. Rich Bulger has already been to the station to collect everything he needs to audit our books, once completed Steve Roderick will complete the financial reporting. The second payment from CPB will arrive sometime in March. In other grant updates, Justine has set up an appointment with someone from CCCC on the 6<sup>th</sup> to get a primer on using the Foundation Center database for grant research.

**Underwriting *plus*:**

We've had a very active month for underwriting thanks to efforts by Steve, Tony and Chris. We have two new contracts; The Cape Cod Gutter Monkeys for \$3,650, and the Orleans Toyota dealership for just under \$5k. Another new contract was signed with Oliver's of Yarmouth Port. In addition, Chris has billed several of the larger renewals as well as repeat triathlon sponsors. In addition, he has been sending renewal reminders to members whose membership expires in March.

**Wellfleet Sprint Triathlon:**

Speaking of which; the Town of Wellfleet has approved our request to hold a triathlon in their fair town on June 3<sup>rd</sup>. (Given the level of professionalism in management of last year's race, I expect participation to increase this year.) A portion of this year's event will benefit Outer Cape Health Services (where in

prior years it has benefited the Wellfleet Montessori Preschool). Also new this year, we will be holding a kid's foot race while the timers are totaling the finish line figures.

**Final Fall Drive Totals:**

I reported last month that we had raised a total of \$79,416. As of the end of January that total is now \$89,562 - \$14,800 through the direct appeal and \$74,761 through the on-air appeal. We had budgeted \$12k and \$65k respectively.

**Upcoming:**

- **Program Committee:** February 15 at 4:00 in the Davis Space
- **Events Committee Meeting:** February 21 at 5:00 at the Old Firehouse in Orleans
- **Development & Outreach Committee:** March 1 at 4:30 at the Eastham Library

Summited February 3, 2016  
John Braden, Executive Director

2015 and 2016 on air drives, pledges by town

	SPR 2015 #	SPR 2015 \$	SUM 2015 #	SUM 2015 \$	FALL 2015 #	FALL 2015 \$
PROVINCETOWN	58	\$7,331.00	92	\$13,682.00	68	\$8,879.00
TRURO	41	\$6,169.00	37	\$5,141.00	29	\$4,359.75
WELLFLEET	46	\$5,878.00	44	\$6,565.00	42	\$6,421.00
EASTHAM	34	\$5,995.00	23	\$2,948.00	25	\$3,271.00
ORLEANS	76	\$9,041.00	78	\$13,532.00	54	\$10,140.00
CHATHAM	23	\$3,945.00	17	\$1,811.00	15	\$4,154.00
BREWSTER	25	\$3,553.00	36	\$5,077.00	27	\$2,896.50
HARWICH	42	\$4,609.00	33	\$4,212.00	46	\$6,045.00
DENNIS	20	\$2,963.00	11	\$1,530.00	19	\$2,910.00
YARMOUTH	10	\$1,133.00	26	\$4,079.00	7	\$1,105.00
BARNSTABLE	12	\$1,124.00	13	\$1,829.00	10	\$1,355.00
SANDWICH	2	\$90.00	4	\$447.00	4	\$416.00
MASHPEE			1	\$20.00	2	\$456.00
FALMOUTH	2	\$216.00	1	\$100.00		
CAPE COD	391	\$52,047.00	416	\$60,973.00	348	\$52,408.25
OFF CAPE	113	\$15,384.56	137	\$18,461.56	153	\$22,050.52
TOTAL	504	\$67,431.56	549	\$79,434.56	501	\$74,458.77

	SPR 2016 #	SPR 2016 \$	SMR 2016 #	SMR 2016 \$	FALL 2016 #	FALL 2016 \$
PROVINCETOWN	58	\$5,824.00	89	\$13,940.43	76	\$11,347.00
TRURO	39	\$6,315.00	43	\$6,788.00	31	\$5,437.29
WELLFLEET	50	\$6,715.00	36	\$5,697.00	52	\$7,016.00
EASTHAM	19	\$3,793.00	19	\$2,716.00	25	\$3,274.00
ORLEANS	60	\$7,688.00	65	\$11,504.00	58	\$7,524.00
CHATHAM	28	\$8,063.00	11	\$2,639.00	16	\$3,815.00
BREWSTER	28	\$4,628.00	32	\$5,528.00	30	\$3,931.00
HARWICH	36	\$4,307.00	36	\$4,475.00	34	\$4,971.00
DENNIS	14	\$2,098.00	16	\$2,549.00	24	\$3,579.00
YARMOUTH	9	\$1,384.00	5	\$882.00	13	\$1,468.00
BARNSTABLE	14	\$1,411.00	10	\$1,472.00	19	\$2,175.00
SANDWICH	3	\$496.00	2	\$312.00	4	\$716.00
MASHPEE						
FALMOUTH	2	\$206.00			1	\$50.00
CAPE COD	360	\$52,928.00	364	\$58,502.43	383	\$55,303.29
OFF CAPE	110	\$12,115.84	151	\$25,009.88	154	\$19,457.84
TOTAL	470	\$65,043.84	515	\$83,512.31	537	\$74,761.13

## WOMR Donor Retention Rate 2011-2016

