

Minutes

WOMR Board of Directors Meeting 4PM, October 4, 2017 Eastham Public Library, 190 Samoset Rd, Eastham, MA

In Attendance: Ira Wood, John Braden, Fred Boak, Bob Weiser, Carol Courneen, John Yingling, Marcy Feller, Chuck Cole, Tony Pierson, Sheila House, Bruce Bierhans, Rick Sigel, Susan Lindquist, John Nelson

Regrets: Seth Rolbein, Dave Wilber

Meeting called to order at 4:03pm

Public Comment: none

Minutes: Marcy moved to approve September minutes, John Y seconded, approval was unanimous (11-0-0)

Finance Committee report: report not available at meeting, Rick's summation: "we're doing awesome, more to come later"

Executive Director's report:

Pledge drive starts November 3, BoD participation is crucial

Orleans Satellite Location and Broadcast Equipment Capital Campaign (BECC):

[note: I'm including more conversation details for this than I usually do in the minutes, as it seems necessary for this discussion - FB]

The existing quote for Orleans equipment similar to what is planned for Provincetown is approx \$100,000. We went around the table and all gave our thoughts on the Orleans Satellite location and its impact on the scope of the BECC. Tony had given us all some food for thought that was in the agenda for today's meeting.

Several people (Sheila, Carol, Fred, Rick, maybe others?) asked if it was possible to broadcast remotely (many different options discussed, but all essentially remote broadcast of some sort: rented space, broadcast van, mobile equipment that we can use in various locations) with less outlay for equipment? John B said that there were other options, though not as completely integrated with the new equipment planned for Provincetown.

Tony said he does not think Orleans equipment should be part of BECC, that thinking about equipment before having a clear plan on the location is putting the cart before the horse. He commented that it's easy to pad the budget and add things, but donors for a capital campaign expect a high level of budget tightness.

Bob and Bruce said that we need to make a commitment to the part of the mission where we committed to expanding to midcape. Bruce said it's easy to maintain status quo and that a physical presence is essential for growth (location or mobile). Ira is wary of spreading ourselves too thin with expansion to another permanent location. Marcy said it is possible to address the entire cape from one space. Susan said that WOMR started because Provincetown was more separate from the rest of the cape back then, and we need to improve our relationship with the community on mid/upper cape. John Y said an Orleans-based location doesn't make sense to him if it's not going to have mid/upper-cape based programming (digital sideband, WFMR only).

After going around the room, there were additional comments. John B noted that since the Orleans tower went up we are raising \$100,000/year more. Rick and Marcy talked about separating the discussion of how we are going to make a satellite/remote facility happen and why we are doing it. Rick reads that we are trying to make access more convenient for new Djs and the mid/upper cape *[side discussion on proper terms to use, I'm going with that for this purpose]* as well as exposure. Are there other ways to solve that without a permanent satellite location open during the day. One possibility Rick suggested was a large conference room with production capabilities rather than full-time office space. The conference room could be used by other organizations in the community. Ira passed around an article about a very spiffy mobile truck that another station has. We discussed mobile capabilities for promoting the station, from a totally tricked out vehicle to simpler options. Financing was discussed, purchase vs leasing, and their effects on operations budget vs capital (John Y pointed out that lease payments could be rolled into operations budget). John B said that we could purchase a mobile production machine for much less (a few thousand) that would be better than what is used now and would allow us remote access for producing shows. Susan feels we should expand our exposure through marketing & programming. Tony said that he believes it is possible to have two capital campaigns, one for Provincetown equipment now and one for mobile/satellite equipment later.

After discussion, Tony moved that we reaffirm \$250,000 for the BECC to provide a substantial upgrade to our Provincetown facilities with the added acquisition of mobile broadcast equipment. John Y & Marcy tied for seconding the motion. There followed a discussion. Bob noted that some quick research showed that a truck would cost approx \$40,000, so perhaps we should add \$50K to the BECC; John Y said we could spread that out over time, Tony said he was fiscally conservative and that he felt we should keep the BECC amount as is; Carol said that our outreach can be that we are mobile, it doesn't have to be a full-featured truck, could be a van or car and we set up at remote locations; Tony is concerned that \$250K may be difficult to raise and not enough as-is.

In the end, the vote to approve the motion was unanimous (13-0-0)

After the vote, some talk of changing name of the Satellite Location ad-hoc sub-committee to the Exploratory Mobile Utilization Committee (EMUC).

Next BoD meeting:

Wednesday, November 1, 2017, 5pm at Davis Space, WOMR, 494 Commercial St, Provincetown, MA

Meeting adjourned at 5:42: Bob moved to adjourn, Carol seconded, approval was unanimous (13-0-0)

Minutes by Fred Boak