

Minutes
WOMR Board of Directors Meeting
5PM, November 1, 2017
WOMR, The Davis Space, 494 Commercial St, Provincetown, MA

In Attendance: Ira Wood, John Braden, Fred Boak, Bob Weiser, Carol Courneen, John Yingling, Chuck Cole, Tony Pierson, Bruce Bierhans, Rick Sigel, Dave Wilber

Regrets: Seth Rolbein, John Nelson, Marcy Feller, Susan Lindquist, Sheila House

Meeting called to order at 5:00pm

Public Comment: none

Minutes: Bruce moved to approve October minutes with corrections, John Y seconded, approval was unanimous (9-0-0)

Finance Committee report:

Income is almost 50K over budget: 30K was used to pay down debt, 20K to "nest egg" account. Question about mortgage line-item: is only interest included in budget? Doesn't seem to make sense?

Executive Director's report: attached

Volunteer Coordination – Strategic Plan Goal #4 - Human Resources: Developing Excellent Board, Staff, Volunteers

A few highlights from the conversation:

Ira (I think): "do we rely too much on email rather than phone for communication with volunteers, especially when it comes to last minute requests?"

Ira: "do we need to hire a volunteer coordinator?"

Tony: "volunteer appreciation is important"

Bob pointed out that the DJ agreement states that DJ's are expected to volunteer for events and fund drives – how can we make sure that happens?

John Braden reported that the Program Committee has created a sub-committee to address DJ training & evaluation.

John B: "volunteer development, communication is important"

John Y: "finesse is needed [to make sure DJ's follow agreement]"

Chuck: "we should highlight opportunities for concert volunteers [Payomet, others]"

Bob: "pro-active steps to make sure volunteers do not ignore DJ agreement [and not just sign it]"

Event Outreach – Strategic Plan Goal #3 – Ensuring the Station's Financial Security and Funding Sources

some recent events and appearances (tables at other organizations' events) did not do as well as we had hoped (Love Live Local, Oysterfest, Tony's presentation at Eastham Library)

Tony: "if we can't promote our events, we can't do it/we need to pick our spots & events better"

Bruce suggested DJ's could use Facebook Live Feeds to increase awareness

Chuck: "we should continue our presence at Oysterfest"

Bob: "the first step is showing up at events; we should publicize our presence at events; don't give up on events yet"

BECC Update & Appreciation for Board Participation

Thank you from the BECC – champagne & cheese!

We now have 100% participation and pledges of 20% of goal from the BoD.

The fundraising brochure has been printed.

Some contacts have been identified and ready to be called.

Next is an appeal to volunteers; there will be a slide show at the annual meeting, BECC hoping for 20% of goal coming from volunteers.

BECC & others got a tour of WCAI to see equipment. Tony notes that it essentially costs the same for equipment to air a small station as it does to air a larger station. WCAI is almost all prerecorded.

WCAI people said the board will be easier to use than what we have now.

We need to continue building a database of potential donors. Ira asked that we all consider this and offer suggestions. For very large donors, naming rights are an option.

Carol asked if something along the lines of GoFundMe is an option. Someone said that perhaps it would be an option as we near the fund goal, to help push us to the finish.

Farewell to Outgoing Board Members: Carol, Bob & Chuck

Carol said she is excited about capital campaign, mobile facilities, and eventually even a fancy truck

Chuck said that he feels the capital campaign is a good move and that the BoD has to do everything possible to be inclusive and keep the BoD from being "them" to DJ's

Bob personally looks forward to a modern studio, making better quality live performances easier. On the bigger picture, it was a big step forward to go through the strategic plan procedure. It is important to demonstrate to the public that we are not abandoning Provincetown but also aren't only a Provincetown station. Opportunities for growth is tremendous; it takes the work and effort of many.

Next BoD meeting:

Wednesday, December 6, 2017, 5:30pm at Davis Space, WOMR, 494 Commercial St, Provincetown, MA

Meeting adjourned at 6:25: Chuck moved to adjourn, Bob seconded, approval was unanimous (10-0-0)

Minutes by Fred Boak

Report of the Executive Director
Meeting of the Board of Directors of WOMR/WFMR
Wednesday, November 1st, 2017 – 5:00 PM

Fall Pledge Drive:

The pledge drive begins this coming Friday morning and we will need help almost every evening and a couple of mornings. Please use the sign-up sheets so that we know where we have (and where we need) coverage. The on-air goal is \$65K.

Events & Outreach Wrap Up:

- Our presence at the Cranberry Jam in Harwich on September 16th yielded a lot of new email addresses and lots of folks dropping by.
- The silent auction by Provincetown artist Francesco di Santis yielded \$1,000 in donations to the station.
- Our presence at Live Local Fest in Hyannis went more or less unnoticed. A couple of people stopped by the tent and three people signed up for the newsletter.
- Our presence at Clam BQ on September 30th was much more interactive. Several folks stopped by and we gathered several email addresses.
- We had a banner on the stage at VineGrass on October 1st and two of our DJs introduced acts. Next year we bring bumper stickers.
- Susan Blood and Ira Wood reading from their work at the Wellfleet Preservation Hall on October 5th was well attended and Ira mentioned that he'd like to take it on the road.
- Tony Pierson presented a narrative and slide show at the Eastham Library on October 12th at 6:00. The Fishers, Felice Coral, Carol, Chuck and myself were in attendance as well as one person from the public. Despite weak attendance the library has asked us to return in April to present as part of a series tentatively called "How Creators Create".
- WOMR presence at OysterFest yielded little interaction with the crowds there. The location of our table coupled with the nature of the event wasn't in our favor.
- *Outermost Radio: the Film* was shown at the Spire Center in Plymouth on October 15th. Approximately 30 people were in attendance.

Triathlon:

Kathleen Walker and I are working on reengineering her contract in a couple of areas: compensation for her staff is one area, the things they do for the race cannot be done by random volunteers. Kathleen's company; New England Endurance Events (NEEE), will also be picking up the costs that we have been covering such as USAT fees, Google ads, police and EMT, tee shirts, awards and swim caps, and the timing company. As the director of seven different races NEEE receives considerable discount for most of these items compared to what we would pay. Registrations will now go through her own company which will allow her cross promote the race to all of the athletes who participate in their

races. Chis and I will no longer need to assist them except where WOMR's relationship to the vendor is crucial (Farland, Nauset Disposal, etc.) and on the day of the race. We will still be supplying volunteers on the day of the race. Details will be worked out after the pledge drive.

Upcoming Meeting Schedule:

- **Capital Campaign Committee Meeting:** TBD, Wellfleet
- **Events Committee Meeting:** November 14, TBD
- **Program Committee:** November 15 at 4:00, Eastham Library
- **Annual Meeting:** November 18 at 1:00

Summited October 30, 2017
John Braden, Executive Director