

Minutes

WOMR Board of Directors Meeting 5 PM, June 6, 2018

WOMR, Davis Space, 494 Commercial St, Provincetown, MA

In Attendance: Ira Wood, John Braden, Fred Boak, Justine Alten, Rick Sigel, Marcy Feller, Tony Pierson, John Yingling, Sheila House, Bruce Bierhans, Steve Gass, Matty Dunn (staff)

Regrets: Seth Rolbein, Breon Dunigan, Dave Wilber, Susan Lindquist

Meeting called to order at 5:01pm

Public Comment: none

Minutes: Bruce moved to approve April BoD minutes, Marcy seconded, approval was unanimous (8-0-0)

Finance Committee report: attached
quick summary: line of credit is at \$0 (vs \$15k last year) and "we can pay our bills"

Executive Director's report: attached, addendum: the station netted \$650 from the In The Pocket show.

New Board Member: The BoD has had a vacancy since the November 2017 annual meeting, when we had one candidate who was unable to run after all. Bruce moved to add Steve Gass to fill this vacancy on the Board of Directors, John Yingling seconded, approval was unanimous (9-0-0)

Happy Birthday Sheila: There was cheesecake!

John Braden's Update on his Non-Profit Institute Education: John passed around the curriculum and talked about his experience at the Institute for Non-Profit Practice. He said he made friends and contacts for life with other students, that they continue to get together regularly to discuss challenges in their organizations. Ira said that he already sees that John is a different person.

Discussion: Continuing use of "The Voice and Spirit of Cape Cod" on-air: This came out of discussions John B had at the Institute for Non-Profit Practice. It was suggested that the phrase comes across as a "lofty title." John suggested perhaps something along the lines of "broadcasting from Provincetown to Cape Cod and beyond," which emphasizes the Provincetown base of the station as well as opening up to the station being heard off of the cape.

Marcy suggested it was a step backward to emphasize Provincetown, perhaps something along the lines of "voice & spirit of the outer cape?" Rick said he thinks it's good to shake things up, the phrase has been in use for some time. Justine agreed it was good to shake things up, we should strive to serve all of cape cod. Steve thinks the idea of revisiting the tag is reasonable and suggested that we have a group come up with suggestions. John Y said "Provincetown is a brand"

Tony moved that we revisit the tag and create a sub-committee to come up with suggestions, Rick seconded, approval was unanimous (10-0-0).

John B, Rick, Steve, Justine & Sheila volunteered to meet to discuss new options.

Discussion: Producing Orleans Annual ClamBQ:

Matty was approached by Nicole of the Orleans Chamber of Commerce about the possibility of WOMR taking on production of the annual ClamBQ event (traditionally held the last Sat of Sept in the balfield next to Orleans Middle School). As Matty envisions it, the event would include drinks (beer, wine, soda), food trucks, and music. It would be a ticketed event and wholly owned by WOMR and rebranded "Orleans Food & Music Festival"

There was an extended discussion. Issues brought up included: the short timeframe to put together a big event in under four months; whether Matty has the available time to take on a big event; getting sponsors this close to the event; beer/wine licensing issues; whether we could find the necessary volunteers; why the Orleans Chamber was no longer producing the event; Bruce made some comparisons between ClamBQ and Pops in the Park (which the Arts Foundation stopped producing in Orleans due in large part to low support from the local business community).

John Y & Justine said that this would be less work than Pops in the Park. Matty agreed that labor was an issue, but he also thought it was an opportunity to get volunteers energized and the level of support from Nicole at the Orleans Chamber is high and he expected she would help connect with local sports groups who had offered volunteer help in the past. Justine pointed out that WOMR already has a good relationship with some Orleans businesses, which should help with sponsorships. Matty said that no doubt this event will have enormous impact on time, and it will be necessary to get volunteers involved. It will have to be a team effort. Ira asked what the impact would be if we skipped a year? Matty answered that possibly there would be less support from Orleans Chamber and potential sponsors, and that dates are in demand.

In the end, John Y moved that we move forward in putting together this event for 2018 on September 29 with Matty organizing/leading, Bruce seconded. Additional discussion followed.

Bruce said in spite of his reservations and experience with Pops in the Park, he thinks the event is "a wise thing for us to do if done properly." Justine & Ira asked: how we will know if we are out (ie, we are not doing the event this year)? Matty said first step is to make sure the space is available and approved, second is to make sure we have staff (he has ideas, he has to ask), both of which he feels he can get done in a few days. Marcy said it is implicit that we will be hearing back from Matty within a month. Matty said "I am a realist"

The motion to produce the event as approved (9-1-1).

BECC Update - Tony

Progress has slowed, currently at \$112k and far off from our \$250k goal. A social media strategy is underway. There is a benefit fundraiser party on Friday (June 8); John Y said 30/35 people were expected and he is hoping to raise \$10k at this event.

Next BoD meeting:

Wednesday, July 10, 2018, 4:30pm at Eastham Public Library, 190 Samoset Rd, Eastham, MA

Meeting adjourned at 6:29: Sheila moved to adjourn, Bruce seconded, approval was unanimous (10-0-0)

Minutes by Fred Boak

June 6, 2018
WOMR Finance Committee Report

Cash Flow:

Balances are as of 5/31/2018

	<u>2018</u>	<u>2017</u>	<u>difference</u>
Checking	\$13,165	\$32,900	-19,735
Reserve (Money Market)	\$32,573	\$25,448	+7,125
LOC	\$0	\$14,998	-14,998

Pledge Drive:

Reported by Executive Director

Income (*Through 5/31/2018*)

Income is down <3% over previous YTD -\$9,292

Upon review it was determined that we are in-line with the FY18 budget

Expenses (*Through 5/31/2018*)

Expenses are up 11% previous YTD +\$32,293

This will be reviewed

Other issues:

None

Submitted by,
Rick Sigel, Treasurer
June 6, 2018

Report of the Executive Director
Meeting of the Board of Directors of WOMR/WFMR
Wednesday, June 6, 2018 – 5:00 PM

Spring Pledge Drive:

We exceeded our overall goal by \$519. The on-air total was \$67,059 and the direct appeal has brought in \$10,460 as of May 31 for a total of \$77,519. The summer drive is on the calendar for July 27 thru August 9.

Institute for Nonprofit Practice/SCORE:

I graduated from the Core Program of the institute for Nonprofit Practice on May 16 in a nice ceremony at the Cultural Center of Cape Cod. Many thanks to the board members who were able to attend, we were well represented. In addition, Tony Pierson and I attended a breakfast award ceremony on May 10 to receive the *Build a Better Mousetrap* award from SCORE.



In the Pocket:

We had a great turnout for the In the Pocket in late April but have not received the numbers from management at the Academy.

Davis Space Tenant:

The Davis will be the home of Outermost Yoga this summer through the end of September. Stephan is offering four one-hour classes weekly and monthly retreats. The rental is valued at \$6,000 for the season.

Triathlon:

By the time of this meeting the 8th Annual Wellfleet Sprint Triathlon will have occurred. As of May 29, 180 triathletes have registered to participate.

Computer Upgrade:

After nine years of service, we had to replace Chris' computer which went surprisingly smooth.

Grant Writer: We were approached by a longtime listener who is learning how to write grants and offered to volunteer for us to get some experience. Currently Christine Frisco is a bookkeeper, writer and yoga instructor.

Campaign to Recruit New DJs:

We are delighted to have a spat of new recruits that seems to have resulted from new on-air messages and the circulation of flyers. It remains to be seen whether the real reason is seasonal.

Upcoming Meeting Schedule:

- **Capital Campaign Committee Meeting:** TBD
- **Events Committee Meeting:** Scheduled for June 12 at the Orleans Bowling Center but a change of date is currently under consideration.
- **Program Committee:** June 20 at 4:00, Eastham Library
- **Summer Pledge Drive:** July 27-August 9

Summited June 1, 2018

John Braden, Executive Director