

WFHB BOARD OF DIRECTORS  
BOARD MINUTES for August 17<sup>th</sup>, 2015  
Mathers Museum Annex Room 230  
201 N. Morton St., Bloomington, IN

- I. CALL TO ORDER ATTENDANCE OF BOARD MEMBERS
  - a. Present: Louis Malone, Tom Henderson, Cleveland Dietz, Pamela Davidson, Sarah Ryterband, Sheryl Mitchell, Maria McKinley, Kelly Wherley (recorder).  
Guests: Darin Bagley.
- II. OPEN FOR PUBLIC COMMENT
- III. REVIEW / APPROVAL OF MINUTES
  - a. Tom Henderson moves to pass with inclusion of GM report, Sheryl seconds.  
Motion Passes.
- IV. GENERAL MANAGER REPORT
  - a. All fund drive all the time. But in the meantime...

Lotus Fund Drive

FINAL TALLY: Sold 98 tickets total to 43 donors for \$9,390. Net profit was \$3,595.

Fall Fund Drive

The weeks before fund drive were full of prep work and continue to be so. I'm still trying to find the balance between not enough fund drive training sessions and too many to be efficient. Six sessions seemed to work last time, so we're starting there this time. They're scheduled for the following dates:

- Thursday, August 20 @ 10 AM – WFHB Big Production Room
- Friday, August 21 @ 5:30 PM – Location TBD
- Saturday, August 22 @ 12 PM – WFHB Big Production Room
- Monday, August 24 @ 12 PM – WFHB Big Production Room
- Tuesday, August 25 @ 5:30 PM – Location TBD
- Wednesday, August 26 @ 10 AM – WFHB Big Production Room

Pam Davidson has agreed to assist me in delivering the training during all sessions except for August 24 and 25. If anyone would like to help “rally the troops” during the two remaining meetings, please let me know.

Dorothy Granger will lead “catcher” training sessions for the first time this drive. The dates for those are:

- Tuesday, August 25 @ 9 AM – WFHB Big Production Room
- Wednesday, August 26 @ 12 PM – WFHB Big Production Room
- Thursday, August 27 @ 5:30 PM – Location TBD

Dedicated catcher training is an element of fund drive that has consistently been missing since I started at WFHB. Its absence leads to a lot of confusion on the pledge forms, a less good experience for callers and catchers alike, and, crucially, no upselling. We hope to address these issues with the training.

Another first for us this time is a segmented pre-drive mailer. We divided the mailer into several groups based on individual giving histories and are making different asks with each group. For example, people who’ve given at the \$120 level for years will be asked to give \$15/month instead, which would have the net effect of increasing their annual donation to \$180 and spreading membership income more evenly throughout the year.

Joe Crawford and Jim Manion updated and revised the case statements for their respective departments for this year’s pitcher packet. We also updated the giving levels to be consistent with those on the web donation form. We also updated the “Support” page on the website and integrated Bloomerang with our online donation form.

We’re doing three events during the drive. Firehouse Lounge, a free kick-off party at The Back Door, will be on Thursday, September 3.

On Friday, September 4, we will do our annual Brown County Day event emanating from the Pine Room Tavern and featuring TV Mike and the Scarecrows. We did Brown County Day on the second Friday of the drive the last couple of times, but we feel the first Friday needs more kick to get going, and this change spreads the work load out a little more for our volunteer audio technicians.

On Wednesday, September 9, we will do another Local Live Remote Broadcast at The Blockhouse with a \$5 cover. We’re working on getting a permit to sell beer and will be asking

Function Brewing to donate a small keg to the cause. Pizza X was excited to be involved in the spring and we hope that remains the case this time. At present, the line-up looks like it could be Mike Adams at His Honest Weight (modified line-up) and, potentially, Busman's Holiday.

We're working on collecting donations from area businesses that we can give away as drawings for those who give before the drive officially starts and during each day of the drive. These are an additional incentive to the premiums, the "guest DJ" and "guest anchor" prizes, and the good feeling that comes with giving to WFHB.

Finally, we're not going to talk about sustaining donations in terms of 12-month periods anymore. Sustaining donations are opt-out once they begin and it's misleading to characterize \$10/month as a \$120 donation. Instead, we'll talk about them in terms of how much is given each month—"You could give just \$10/month to WFHB to..." Along with this change, we're bumping the minimum amount sustainers can give per month down to \$5. People will still qualify for the appropriate premium as though they were giving for 12 months.

I reached out to the KOPN GM per Richard Fish's suggestion to talk fund drive, but have received no response at the time of this writing.

At the meeting, I will provide lists of volunteers for you to call ahead of the drive to thank them for their service and to remind them that a) fund drive is coming and b) it's super important that they contribute on-air or off.

#### A Couple of Financial Things (Good News!)

The station received a major gift of \$5,000 on August 14 thanks to an ask Dorothy made a little over a week ago. This donation makes our cash projections for the rest of the year *much* smoother.

On the same day, we learned that we overpaid Duke Energy for our energy consumption over the last 12 months. We will not have a Duke Energy bill for the next three months, will have a partial bill four months from now, and will pay \$448 per month after that instead of \$615 per month.

All projections as planned, the two items noted above push the date at which we go below \$0 back a month to the week of December 13 and reduce the total number of weeks during which our projections show us below \$0 to two. The other week is January 10.

Thanks, Ivy Tech Community College

I neglected to mention last month that Ivy Tech's maintenance guys put two full work days into repairing the station's plumbing. Big, official, thanks to them for handling what seemed like a simple issue that turned into a much more significant one.

Monroe County Fair and other opportunities

We collected more than 200 names, addresses, and phone numbers through our drawing for a 2XL WFHB hoodie; about a dozen requests for more information about volunteering; and our volunteers were able to introduce WFHB to scores of people who, for the most part, were at best occasional listeners to the station.

We have two more booth opportunities coming up next month. During fund drive, we will maintain a booth at the 4<sup>th</sup> Street Festival of Arts & Crafts and from September 17 thru 19 we will have a half-sized booth at the Monroe County Fall Festival.

#### V. DEVELOPMENT DIRECTOR REPORT

- a. Completed, and delivered, proposal for South Central REMC, for environmental reporting, for apx \$4,500
- b. Started Duke Energy proposal – environmental reporting for under \$10,000, I'm thinking I would like to return to them next year, August 2016 for an environment proposal that might help us with solar power. This gives us a year to work on a plan and to talk with Al and Dave about a collaboration;
- c. Submitted Sophia Travis Community Service Fund proposal – tower maintenance
- d. Thinking about a proposal for Lucky's Market for...? And approaching them for food for Saturday's Child
- e. Lotus tickets promotion completed; tickets mailed
- f. Working with a volunteer to finalize a design for traffic signal boxes outside of the main bus terminal downtown; City will pay small amount for supplies, I will provide cookies to volunteers

- g. I secured a major gift of \$5,000 from a donor (who wishes to remain anonymous), have other possible contacts in mind for additional gifts
  - h. All things Fund Drive – letters, looking for matches, asking for gift packages; secured new printer (free) as ours leaves marks on the letterhead; mailing over 2,000 letters, with three segmentations – general, prospects, and upsell \$120 to \$180; worked on a volunteer training for Catchers as they are the direct voice of WFHB during fund drive (will focus on gentle up-sells); Fund Drive has been my focus for a week with more to come!!
  - i. Met with Fund Development committee and finalized letter, talked about food asks/donations, catcher training (Sheryl will help), involving Spot more in the station, etc
- VI. GERMAN AMERICAN LOAN
- a. Sarah Ryterband moved to up our line of credit through German American Bank to \$15,000, Sheryl Mitchell seconds. Motion passes.
- VII. COMMITTEE REPORTS
- a. Executive Committee
    - i. Executive Committee Resolution
      - 1. The mood is to keep the Executive Committee as a standing committee and open to the public.
  - b. Finance Committee
    - i. Cleveland met with Jean and discussed the German American loan.
  - c. Policy Committee
    - i. Tom Henderson reported that the Policy Committee has been looking extensively at the paid time off policies of WFHB and is working on establishing protocols for full-time staff members and accrual of paid time off. There will be a more specific proposal coming later which will be voted on for adoption.
    - ii. On the facilities front, Tom has been looking into the server methods WFHB currently employs and is finding ways to more securely backup the Pongo drive used. He's also been working with Jeffrey Morris to find ways of lowering our electric bills (which include grant to fund solar panels for the station).
  - d. Personnel Committee
    - i. Nothing to report in open session.
- VIII. OLD BUSINESS
- a. Budget
    - i. We've made great progress in stabilizing the finances of the station and big thanks to everyone (especially Cleveland) for this.
  - b. By-Laws
    - i. Tabled until later.

IX. NEW BUSINESS

- a. Tom Henderson moves to change Board of Directors meetings back to the fourth Monday but have the starting time be 6pm, Sarah Ryterband seconds. Motion passes.
- b. Sarah Ryterband moves to move the September Board meeting to Sunday, September 27, (time TBD), Sheryl Mitchell seconds, motion passes.

X. ADJOURN AND RECONVENE TO CLOSED SESSION

XI. SUMMARY OF MOTIONS MADE AND PASSED

- a. Tom Henderson moves to pass July meeting minutes with inclusion of GM report, Sheryl seconds. Motion Passes.
- b. Sarah Ryterband moved to up our line of credit through German American Bank to \$15,000, Sheryl Mitchell seconds. Motion passes.
- c. Tom Henderson moves to change Board of Directors meetings back to the fourth Monday but have the starting time be 6pm, Sarah Ryterband seconds. Motion passes.
- d. Sarah Ryterband moves to move the September Board meeting to Sunday, September 27, (time TBD), Sheryl Mitchell seconds, motion passes.

Upcoming Meeting Dates:

- Monday, October 26<sup>th</sup>, 2015 (6:00pm)
- Monday, November 23<sup>rd</sup>, 2015 (6:00pm)
- Monday, December 28<sup>st</sup>, 2015 (6:00pm)