

WFHB Board of Directors Meeting Minutes

Date: Monday January 27th, 2024, 6:00pm

Location: Monroe County Public Library, room 214

Call to Order

Present: Mark Hood, Brooke Turpin, Chuck Beckett, Ben Myers, Emily Jackson, Addison Rogers, Jo Ann Vogt, Ron Kadish, Jar Turner

Absent:

Public Comments

(No one outside the board present)

Review/Approve Prior Minutes

December Minutes approved.

Review (Previous Month) Action Items

These actions are outstanding:

- Chuck will meet with board members to set up each member's computer to access the Board of Directors team folders as well as the general manager and development director.
- All board members. We need participation in the endowment campaign. Any amount will help.

Actions

- Emily and Jo Ann to assist with this year's elections at the annual meeting.
- Emily volunteered to share the history of board membership since 2010.

Staff Reports

GM Report

- New phones to be installed February 10th
- Jar would like to send Abby to NON-COMM. After discussion, Mark moved that the station allocate \$3,000 to send Abby and Jar to Philly for NON-COMM and the motion carried unanimously.
- The board discussed sponsoring Grass Roots, possibly with WXOX in Louisville, but for now, no decisions have been made.
- The 80th birthday party for our chief engineer, Sundog, went really well.
- Jar discussed the live broadcast coming up next week at the BCT (which will be a first), as well as plans for a syndicated music show.
- There has been a large uptick in new volunteers this year.

- Jar and Chuck are working to take advantage of the extra capabilities that Perdita, the new NAS, offers.

Development Report

- Brooke gave an update on the endowment campaign. We've raised \$21,800 towards our \$30,000 goal.
- Spring fund drive is currently forecast to start 23-April and end on 4-May this year.
- The station won't be doing a Block Rocker this year.
- The station is exploring getting portraits of staff done, as well as a group portrait of staff.
- The latest newsletter is planned to come out next week.

Finance Report

Mark presented a summary of our finances.

Committee Comments

Unfinished Business

New Business

Annual elections for board members will be in June. Ben and Chuck are up for reelection. Emily and Jo Ann volunteered to help with the vote counting.

Upcoming Meetings

- Next board meeting will be on 24-February at the Monroe County Public Library, room 214

20250224 GM Report

Development & Finance

- Operations account reconciled through November.
- Auditors have most of what they need (heads up we'll need quick turnaround time on Feb minutes). I've extended the CPB FSR filing deadline has been extended until April.

Facilities & Equipment

- Our new smithville phone system has been distributed throughout the building. Callers are prompted by an auto assistant that direct calls to business office, news department, air room, and music and youth radio director. Each studio is equipped with a line for phone interviews. Smithville has basically embedded themselves into this project to help us achieve exactly what we're trying to do. Our demands for a radio station are more complex than most businesses, especially with things like routing audio to a live mixer and recording segments for broadcast. My contact there is pitching an idea with their marketing team to package a promotional video to highlight the partnership.

Personnel & Policy

- Staff has been putting in more time into training materials and milestone tracking. I attended the last Mixology training to look for ways to improve the training. At the next mixology we're going to roll out new programming contracts related to the training. This is an overdue item as DJ Guidelines that were typically renewed this year have fallen by the wayside. We will issue to all programmers by the annual meeting. We are also beta testing Self evaluations and program reviews. The program reviews will be issued to CAB.
- Schedule CAB.
- I've been training small groups for MegaSega training once a month. A video training is probably what is needed.
- Now that Local Live has been moved to Monday 8pm, I will begin conducting engineering training monthly just prior. The idea is to provide a brief overview of audio and then immediately put them into the recording environment. This will begin the second Monday in March.

Programming & Promotion

- Live from the BCT still has some kinks but its sound and timing are improving. I am questioning its sustainability without someone to take over what I'm doing for it. It's a great training opp for volunteers, but it pretty much clears out a whole afternoon and evening to have someone take the lead.
- 50th Anniversary Event
 - We have met with Mark Bingham, one of the performers and showrunner for the original event. We discussed a showcase of the O.G. performers. There's also the possibility for an oral history project.
 - We have a headliner called [REDACTED] from Indianapolis that comes highly recommended by our Music Director. They are on the rise and now is a good

time to get them as they are getting too big for Bloomington, which is happening a lot these days. They're performing at Non-comm this year, which is an indicator of their accent. They are asking for [REDACTED] for the gig. They are close enough to not need to put them up for the night. The Bluebird is not charging a rent fee, but he'll take \$300 from the door for the sound engineer. We'll keep the rest of the door money. Other fees would include poster design and printing, and paying the local openers a little something. I'd like to request to move forward with the headlining artist with the expectation there will be no further costs associated with the act. With a rough estimated cost of \$5000 total, we'd need to sell 250 tickets at \$20 each to break even. Considering the size of Block Rocker and it being our big summer event, I'm optimistic But we should deliberate. I could set up tickets through the BCT box office to keep tabs on ticket sales.

Website & Technology

- We're just one puzzle piece away from our plan to make our digital music library read-only accessible on the air room computers. This will allow programmers to playback files without the risk of file deletion. I'll follow up with Chuck for the missing piece, trying before the quarterly meeting.