

APPROVED MINUTES

WORT Board of Directors

Regular Monthly Meeting

October 16, 2019 | 7:00 PM

Vinyl Library Madison

Approved Minutes

Directors: David Devereaux-Weber (President), Stuart Levitan (Vice-President), Eric Finch (Absent), Martin Kehrein, (Treasurer), Doug Holtz (Staff Representative), Katherine Hoveland, Kurt Kobelt, Paul Novak, Gilman Halsted (Tardy), Marla Rybowskiak, Alida LaCosse (Secretary)

Agenda Adopted - (Closed session added)

Minutes Approved

Committee & Staff Report: No communication from the public.

Treasurer's Report: (Marty) Combined with the Finance Committee Report

The line for Summitt Checking, the ending balance on September 30th was \$32,742.36. That balance in the checking account has been declining for a few months now as Susan mentioned in the September meeting. As of today, the balance is \$21,000.00. All of the money is still being processed and going through the proper procedures from the last drive. If it comes to the point that we have to meet payroll (that would be the next big expense), and it requires more than we have in the bank, we will just transfer some out of The Summitt Money Market because The Heartland Money Market has to be above \$50,000.00 to get what we are getting in dividend. If we have to take some out, we will focus on replacing that within the next few months.

The revenues have been lower than we were expecting so far this year. The staff is well aware of that and are diligently working on it. It is something that Suz anne and Susan will warn us about all the time. Susan and Doug spoke with The Finance

Committee about meeting the financial needs and anticipate that they will be able to do so.

Kurt: What is the interest rate on the two money market funds?

Marty: .01% which is standard.

Kurt: Discover, City Bank and Capital One will give you almost 2% and some don't have minimums

Marty: Will look into it.

Gilman: That number is average and it keeps the money local.

Dave: Referred to the Finance Committee

Kathy: Concern that as of 10/15 the account balance is \$21,000.00 is enough to pay the staff.

Marty: We have money to pay the staff.

Katherine: What is monthly payroll?

Marty: The average expense is \$51,000.00-53,00.00 per month for all expenses.

Doug: Payroll is roughly \$20,000.00 unless there are three (3) pay periods, which there was in October. In addition, payroll had a spike this past pay period because of the vacation payout for Molly. Now going forward, payroll, according to the budget projections for next year, the personnel expenses total (with everything including a 5% bump estimate for health insurance) will only raise by 1.7% (less that \$10,000.00). Normally payroll expenditures exceed \$40,000.00 in growth per year. Next year, ours is expected to decrease. Some of the large expenditures (transmitter, four air conditioners) we won't have next year. With some aggressive fundraising, we do stand to recoup some of the losses experienced this year.

Dave: Does the collective bargaining contract cause a bump in the salaries?

Doug: It does and that is accounted for in the estimates.

Katherine: When do you get the rates for the benefits?

Doug: That inquiry was made and we had to fill out a census with our birth dates so that they can figure out the new rates. Those quotes are anticipated very soon, definitely in time for the final budget.

We are now entering our largest fundraising season followed by the winter pledge drive. Also the block party is two (2) weeks later this year.

Katherine: When will The Digital Team start?

Dave: Messages will be sent out to start that immediately.

Doug: The addition of Social Media has been working wonderfully implementing a comprehensive Social Media Strategy and monitoring what does and doesn't work. The staff report for news has some really good statistics.

Stu: Use social media-like and retweet. Also the money market at \$100,00.00 at Summit is 1%.

Dave: The number of listeners and financial supporters is down and we need to get ahead of that trend. One of the things that Susan was asked to look into was the idea of taking credit and debit cards for Evergreen Donations. Susan and Tom are looking into what would be the best way to do that. Right now our website is still on the old server and Tom is busy balancing all of those duties at the same time, so there hasn't been sufficient time to get the website on the new server.

Some of the money that we are leaving on the table is due to the fact that some of the money that people would rather spend with a credit card as opposed to a checking account. The desire is for a paperless Evergreen online-Susan says that that is indeed the case, but it isn't explained very well. We are looking for the donation process to be quick, painless and in whatever form the potential donor chooses to give it in.

We are also going to work on social media and search engine things that point people to our website to give and increase our website traffic. More people coming to the website will be directed to the donate button.

It was suggested to hit up The Country Western crowd following The Bill Malone Show success through the website somehow. The best returns of the pledge drive by far was Bill's show due to The Ken Burns Special. Attracting listeners from Country & Western Websites to make them aware that Bill has a regular show on WORT and that they can listen to the archives.

Google Ad Words and Google Ad Words for Non-Profits give up about \$60,000-80,000 a month in free ad words. We haven't been taking advantage of that yet because our website is really not robust enough to take a huge increase in traffic so Dave has been reluctant to stimulate that. We could use search words about Country Music to steer people to Bill's Show.

Finance Committee Report: Copy of finance report in the board folder. Examined the finance documents and there are no questions regarding documents. Discussion regarding the budget update is that the process is moving ahead. Doug and Susan are working on the figures. The Finance Committee will have the budget ready for the next board meeting. Staff is set to finalize the budget on the November 5th staff meeting. Staff will take the 5th and 12th if necessary. The finance meeting will be on November 13th where the final budget will be ready for the finance committee to move forward to the board meeting on November 20th.

The quote for the new transmitter...

Engineering Committee: Dave attended The Broadcasters Clinic in Middleton and met with the Gates Air Transmitters and SCM (a distributor), they had a special because of that show that was about \$800 less than the previous quote that we had for The Gates Air Transmitter. Dave signed the quote, starting the order process. Susan is negotiating with them to see if we can get three (3) payments over three (3) months. That is still ongoing. We anticipate that by November or December, we will have a new transmitter. Staff and Dave have been concerned about getting the new transmitter before WORT starts the new license renewal process so that there are no problems with that.

Programming Committee Report:

Action Item-One at large listening member Carmen Care to become A At Large Listener Committee Member.

Motion: Accepted

Policy and Bi-Law Committee: Stu

Regarding third party fundraising: Center For Public Broadcasting should be amended to Corporation For Public Broadcasting.

There are FCC rules regarding what can and cannot be said on the air regarding third party fundraising. Susan's recommendation request is to apply that same standard to our social media as well.

Katherine: Some music hosts are confused regarding promotions.

Stu: You are not supposed to say "Hope I see your face in the place". That appears to be a station policy and not an FCC policy.

Everyone will be informed of the new policy once it is adopted. This will go in The Policy Section on the website as well as The Volunteer's Handbook.

Motion: Accepted

Election Committee: No Action

Personnel Committee: No Action

Engineering Committee: Report in the folder

Security Committee: Has not met yet

Community Advisory Report: Has not met yet

Technology & Facilities Director: In The Engineering Report

Business & Events Report:

Nine Pin Tap Tournament - November 3rd

Staff item: Move to approve accrual of paid time off for The Interim News Director at the rate of that accrued by other part time staff.

Doug: Moved

Stu: Second

Motion Approved

Listener Sponsored Development Director: Doug

- 1) Susan asked The Board to require that the staff submit a tentative budget one week prior to The Finance Committee meeting.

Susan asked The Board and Programming Committee to recognize her position's authority to generate best Pledge Drive Practices to be followed by all pledge drive shows.

Doug: I am uncomfortable taking this motion to The Board. Will request clarification an a different approach.

Stu: She is responsible financially for the outcomes of pledge drives.

Kurt: The Programming Committee is working on their annual review and one of the commitments that we are asking everyone to make is to undergo pledge rap training directed by either The News Director or The Music Director.

Doug: It may be better served if Susan reports to The Programming Committee, those shows and those hosts who need to revise and review their pledge rapping. Those comments are then given to The Programming Committee as opposed to coming from Susan personally.

Dave: Move this to The Programming Committee. No action needed at The Board level.

- 2) Susan is asking The Board to authorize to lay tile in the entrance way.

Doug: No clue what dollar amount to authorize. Refer the issue to Facilities and Maintenance (Tom).

Programming and Security: Doug

We are still paying for a security guard on Saturday nights and Sunday mornings. Tom and Dave met with someone who does Open Path Security (card/apps) and they will present a proposal within the next few days.

Doug: Sybil is planning asking Boss Lady if she is comfortable with discontinuing the security guard. The cost of the security guard is \$25 per week (\$100 per month). Security has been scaled back from \$500 until \$100 per week.

New Talk & Public Affairs Technology Report: Chali (Report in folder)

Doug: Possibly set up Google Analytics for each show.

Chali: Google Data Show helps with mapping of data in an accessible way. Tell me what data you want to capture and I can get that specific information (shows, podcasts, etc...). We are resuscitating the weekend review podcasts. Will refer the non functional podcast links to Tim.

Doug: The podcast archive is not functional.

Closed Session:

Meeting Adjourned

Dave: To refer the Personnel Policy to the Bylaws Committee for update to add details to the end of probation process. This should be covered in The Collective Bargaining Agreement that says that it supersedes The Personnel Policy. We need to modify the personnel policy to say that, for full time employees the contract is what applies. They will then do a memorandum of understanding to The Collective Bargaining Agreement to specify the process of how probation is ended because there is a review, but it is not specified what goes into the review. We will bring this to the board when it is finished (4 month's vs 6 months).

Dave: Motion to refer to the Personnel Policy to The Personnel Committee to change the rules for permanent employees & full time employees so that it refers to the same thing as The Collective Bargaining Agreement.

Board: Approved.

Treasurer's Report (Marty):

No Treasurer's Report

Finance Committee Report

The Finance Committee did not meet this week. Reports are in the folder. We are in good standing. This is our highest income season so we will see the balance rise within the next couple of months.

We need to do more in fundraising and find additional revenue streams are going to be needed moving forward.

Dave: Digital Futures Committee has not met yet due to the website being on the old server and improvements to the new server have not happened yet. It is proposed that we use CiviCRM on the same server as the station for better performance proposed. Improved digital footprint, etc. The committee will meet after the server and website is updated.

Paul: Tina Wood needs to be approved as part of the new CAB

Dave: Motion to approve Tina Wood as a member of The CAB

Board: Approved

Programming Committee:

No Program Committee change.

Engineering Committee:

Questions: Regarding New Transmitter. Broadcasting Clinic. Cash flow looks good.

Doug: Order will be able to be made once the pledge drive begins (October). We can do a 50/50 down payment. It is a go (according to Staff).

Dave: Question from Elizabeth regarding the audio of our Board Meetings: We have not been posting the audio of our Board Meeting because of the web issue. We will update those once we fix the existing issues involving malware.

Personnel Committee:

Closed Session: Personnel Evaluation

Public Reports:

Doug: Vote on the approval of Thom Jones

Approved

Abstain: Doug (Staff vote approve)

Policy & Bylaw: No report

Doug: Move to adjourn

Marla: Seconded

All approved

