

APPROVED MINUTES
WORT Board of Directors
Regular Monthly Meeting
August 21, 2019 | 7:00 PM
Vinyl Library Madison
Approved Minutes

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

Committee & Staff Report:

Stu: Suggested the report of The Executive Committee regarding the news assistant as part of The Committee Report.

Previous minutes (August) unanimously adopted. Kurt and Doug abstained (due to absence).

No communications from the public and no new business.

Executive Committee decision that was made between meetings regarding hiring.

Stu: Molly requested adding 5 hours of Social Media assignment to the position. The Executive Committee unanimously agreed that was necessary. Molly reported that after this change, she got significant, legitimate applications although no hiring decision was made as of yet.

Doug: The changes make the health insurance buy in for perspective hires more affordable and attractiveness of the position.

Treasure's Report (Marty):

Marty will be out of the country for the next board meeting and finance committee meeting.

The Cash Report will be available once the bank statement is reconciled.

We are spending down our accounts each month. The bookkeeper Susan provided a report that is based just on what is in the expenses and income. It doesn't reflect what is in our \$50,000 Money Market Account at Heartland.

Every month this year, our account balance has declined. The reasons: Fund Drives, Accounts coming in later this year but it is still of some concern to the bookkeeper that our bank balances are steadily declining each month. It is suggested that we revisit some new fundraising ideas and opportunities.

Current Money Market Return: Summit Credit Union ~ \$409 in dividend payments

JBM Patrol...we are still paying for this. We have reduced it to 1 stop per week at 3am (\$25 per week/\$100-125 per month). The addition of the 2 parking spaces may have an impact on this expenditure. Dave will inquire if this is still necessary.

Amount down for the year: Approximately \$6000 (20% less than taken in last year)

Dave: In 2018 we didn't have a Tech Person on staff so the money that we ordinarily be spending on that salary was going into the bank. The cost where we pay a portion of the cost of amortization of the air conditioning may have contributed to the decline in account funds.

Doug: Proposed: Cash Flow Projection for the next 3 months. Susan is going to estimate the incoming and outgoing cash flow each month. The majority of Underwriting Funds comes in at the end of the year.

Kathy: Nation Public Radio training? Suggested: ask Molly about this. Pacifica? KPFA? National Public Radio?

Dave: Question regarding The Treasure's Report ~ Operating balance was \$233,948 last month was \$218,000 we should have more money than last month. Why was that a negative number? **Marty:** Because of the un-cleared transactions.

No Finance Committee Report

Reviewed monthly financials

Revised budget comparison. Needs finance committee and board approval. We will approve the new budget at the next board meeting on 9/18/19.

Concern about cash position reports (last year compared to this year). Suggested multi year comparison to assure that we are on track with the budget.

Susan is doing a great job paying attention to detail.

Programming Committee:

Action Item: Katia Humaz invited to The Program Committee.

Vote Taken: Action Passes

Committee Assignments:

Policy & Bi Law:

Staff is interested in the policy of third party advertising for fundraising (specifically Tone Madison). The ask is on the WORT Website and then it takes you to their donation page. Susan is going to address this...

Volunteer Handbook: In process still. New dog policy ~ No dogs but you may petition staff if you need to bring your dog...

Personnel Committee: Dave, Kathy, Gill, Myra

6th month evaluation for Tom to pass probation on September 17th.

Need to formalize language for Staff Evaluations. Personnel Committee will draft a proposed evaluation tool.

Engineering Committee:

Time to replace a new transmitter (\$13,000+). This was the least expensive transmitter. It is not HD. It is analog only.

Who has an HD Radio right now? Does it make sense to upgrade the transmitter? Will this transmitter allow us to have more ways to deliver programming (pod casts, live streams, monetizing it)?

We need to approve the funding for the transmitter. Proposed putting off voting until next month regarding funding. The order for the new transmitter will not be put in until the funding is in place... The consensus is that we are going to purchase a new transmitter.

Doug: Proposed to put the approval for the new transmitter until next month.

Stu: The Board authorizes the purchase of a new transmitter and directs staff to make the purchase in a fiscally responsible manner.

Doug: Seconded the motion. Motion Approved. The Board Voted: All Approved No abstentions.

Front Door have been changed again.

Committee Advisory Board: Did not meet

Business and Events:

Underwriting generally happen at the end of the year. The renewal and review is in process. Cash flow comparison needs to be brought to Susan's attention.

Stu want to schedule a meeting as a committee with Susan regarding the budget and the decline monthly in our accounts.

Doug: Madison Essentials add campaign renewed for a year. We are now in the semi-annual publication 'Journey Into Aging'.

New Digital Committee:

How do we reach the new influx of people who may not be aware of WORT.

On air promo: Invite Human Listeners and remind them that word of mouth is the best advertisement.

Dave Adjourned: Gil, Erik

