

WCUW 91.3FM
910 MAIN STREET, WORCESTER MA 01610

Board of Directors meeting: June 20, 2023 7:00 PM (Zoom only)

Attending: Uma Ananth, Greg Check, Nick Cozzens, Mitch Gordon, Rick Hendra, John Solaperto

Not attending: David Connell, Bill Fisher, Darren Pinto, Tania Romero

AGENDA

- **CALL TO ORDER** – meeting called to order at 7:05 pm
- **APPROVAL OF MINUTES** from May 16, 2023
Moved by Nick, seconded and approved unanimously
- **COMMITTEE REPORTS**
 - a. **Infra/Infostructure** – Greg
 - i. Greg has been researching our much-needed new donor management software to assist Troy and improve record keeping
 - ii. Two programs we're looking at: Arreva Exceed Further and Bloomerang.
 - iii. We need to get on Windows 10 first for either one of these.
 - 1. Both programs give us 1000 records, which needs to cover all our needs – donors, volunteers, whatever
 - 2. But we get unlimited donations-received pages so we can use them for different programs, different purposes..
 - a. We could also have peer to peer fundraiser pages, like we do on Facebook
 - b. Both packages give us all kinds of reports
 - 3. Both facilitate email communications – automatically recording donations and feeding the info to QuickBooks
 - 4. Both interface with other programs like MailChimp
 - 5. Both programs come with support but we'll have work to do setting everything up.
 - iv. Bloomerang, not Arreva, also interfaces with a set of tools including those that can help with donor research – e.g., finding out more about our donors and what they can afford.
 - 1. This is all public info, but it automates the search
 - 2. So this is a good tool for managing our fund-raising.
 - v. To compare the two:
 - 1. Both give us 1000 records
 - 2. The processing fees are different; it looks like Bloomerang will give us a better cost deal on the level of donations/memberships we receive
 - 3. Bloomerang also has the research tools

4. **But Bloomerang does not allow you to split one donation/membership over several program preferences. Arreva does...**
 - a. **Do we need that data? It's very spotty and incomplete.**
 - b. **Rick said we can get better data elsewhere... like the Nielsen Co., who we've submitted a grant to.**
 - c. **Greg recommends Bloomerang for a variety of reasons implicit above.**
 - d. **But no decision is intended today; we have no funds for either just now.**

b. Human Resources – Rick

- i. **HR has been focusing on two things: a recognition event and getting grants.**
 1. **The recognition event would be in late September (Troy will find a good date)**
 - a. **We have a timeline set up on Mural, an online whiteboard that's free – just go there and join in**
 - b. **We've also identified several different time lines we need to work on: speakers/program; refreshments; awards – levels, items, etc.; music; permits...**
 2. **On grants, we have 2 items to report:**
 - a. **Rick has submitted a grant to the Greater Worcester Community Foundation for about \$5000 to subscribe to the Nielsen ratings for three years starting this fall.**
 - i. **We would get info on our listeners by time of day, length of visit, means of connection, age, ethnicity, etc.**
 - ii. **We pursued this at the urging of our contact person at the GWCF, Jonathan Cohen,**
 - iii. **but it's a good idea for use in evaluating our programming, suggesting new initiatives, grant writing, etc.**
 - b. **The Committee also talked about strategy for finding new monies per the conditions of our \$25K matching gift.**
 - i. **We've asked everyone on the Board for help by researching a bank they have some history with –**
 - ii. **find out if there's a website, criteria for applying, contact person, whatever you can.**
 - iii. **We'll follow up with our boilerplate of info about the station and figure out an approach.**

c. **Community Development & Fund-Raising – Darren wasn't able to attend the meeting so we tabled this discussion till next time.**

d. **NEW BUSINESS:**

i. **Proposal to focus on grant writing and strategy. Rick proposed that the HR Committee and the CommDev. & Fund-Raising combine forces over the next several months to**

1. **plan a recognition event for programmers and**
2. **manage our approach to the banks to meet the matching grant**

ii. **HR is doing this anyway; CD&FR should be involved in both**

iii. **The proposal met with general approval**

e. **Mitch spoke a bit about the TDI grant and how it can help us focus our energies as the story tellers of our community. He suggested we'll need to meet and work out our plan to use these funds.**

f. **FrontRoom financial reports – returns on investment:**

i. **Tabled for Darren's return**

• **EXECUTIVE DIRECTOR'S REPORT – Troy (see attachment)**

• **ADJOURNMENT: The meeting was adjourned at 8:55**