

WCUW 91.3FM

910 MAIN STREET, WORCESTER MA 01610

Board of Directors meeting:

TUESDAY – July 18, 2023 7:00 PM (Zoom only)

MINUTES

• **CALL TO ORDER –**

Attending: Darren, Rick, John, Greg, David, Uma, Nick, Mitch

Not attending: Bill and Tania

• **APPROVAL OF MINUTES from June 20, 2023 – moved by Darren, seconded by Greg, approved without objection.**

• **President's Report:** Darren read the beginning paragraphs of a press release announcing our TDI grant, acknowledging our funders, and offering our thanks.

• **COMMITTEE REPORTS**

a. Infra/Infostructure – Greg Now that the On Air Studio renovations are done, the Inf-Structure Committee is going to meet at the station to assemble a punch list of things still needing to be accomplished around the building – like finishing the bathroom, repairing the floor, or whatever. The Transformation continues.

b. Human Resources/Community Development & Fund-Raising – Darren & Rick

i. Rick sort of jammed this idea through, so Darren gave him the floor.

ii. Between the Ex.Director and the Board, we've done a great job raising money this past year, but now we've got to make sure we follow through on our obligations. We have 3 major challenges:

1. We need to operationalize the TDI grant: work up job descriptions and reporting lines, make our timelines and objectives clear, prep for the reports we'll need to make and the info we'll need to keep,

etc. We've got a vision; now we need to work our way there.

2. We need to raise at least \$25,000 in new money to meet our matching gift requirements. We'll start with bank grants, but we'll want to find ways to leverage the good things we've been doing to raise our membership and sponsorships numbers as well. We'll need to figure out how to identify new money.
3. The third project we need to focus on is strengthening our community. We've been talking about a recognition event for over a year now. It's been 4 years since we last gave out those speaker trophies. It's past time we got all of us together, bring everyone up to date, talk about the future, and enjoy each other's company. We should also be recognizing our Grantors and Matching Gift Donor.
4. Those are three major challenges. What the Exec. Committee is proposing is that we suspend committee activities for the next two or three months and create three task forces, one to handle each challenge facing us. That will focus attention and narrow responsibility, which is what we haven't had to this point, why nothing much has gotten done along these lines the last two months.
5. We got together last Thursday to present this proposal , answer questions, and then recruit folks to the task forces. We hope to get everyone signed up for one, same as had for the committees we're temporarily suspending.

iii. Organizing task forces (so far):

1. TDI Grant planning – Mitch, Darren
2. Bank Grant/New Money proposals – Rick, John, David
3. Recognition Event for Fall – Nick, Tania

iv. Please let Rick know where you might be able to help if you haven't already.

- NEW BUSINESS:
 - a. FrontRoom Revenues and Expenses
 - i. motion: that we examine return on investment in our performance space at our August meeting
moved by Darren, seconded by Greg, approved without objection
 - ii. we'll need financial reports on last 6 months' events to give us an overview.
 - iii. Greg: Cinema 320 has not been drawing, needs re-thinking, and should maybe not be included in the review.
 - iv. Because of the troubles getting the film program launched, Troy spoke with Steven about reconfiguring Cinema 320 into "Cinema 910", with Steven becoming a volunteer instead of being the proprietor, which has constrained our ability as a non-commercial station to promote the program. Steven's not in it for the money. If it were ours, we could get more actively involved with promoting the films and maybe turn this thing around.
 - b. Financial Controls on Grants & Gifts:
 - i. Where is the COVID money (**\$14,100 arrived today**), the TDI grant **is already received**, and the Matching Gift's initial \$10,000? **Also received, and already spent to pay our bills.**
 - ii. Rick questioned why we needed a \$10,000 grant of one-time money to pay our yearly operating expenses? Grant money shouldn't replace members and sponsors.
 - 1. David reminded everyone that the COVID money was to cover some of the expenses and losses brought about by the Pandemic, so it's supposed to be used for this sort of thing.
 - 2. Troy said about \$3000 was used to pay our engineering cost overruns for the Renovations.;
 - iii. Greg got back then to the donor management software, and our need to get going on it.
 - 1. It will help us manage and grow our membership and sponsors, which we need to do.

- 2. We're hoping that the TDI grant may be flexible enough to let us use it for the software we need.
 - iv. Mitch and Greg talked about the need to migrate the data from our current database to the new software. It's been addressed with both vendors. The migration will not happen overnight – may take 90 days after we sign up.
 - v. Procedures for controlling and accounting for those funds.
 - 1. These funds we've been awarded require oversight and accountability.
 - 2. Darren will work with Greg to assure that we can track hours and funds on this grant.
 - c. Operational sustainability:
 - i. handbook of standard operating procedures for running the station. Darren is looking for that handbook before we hire anyone to assist around the Station.
 - ii. Spare keys – for lockbox, for Troy's office, etc. A lockbox with the keys to all doors will be kept in the Engineering Room.
- EXECUTIVE DIRECTOR'S REPORT – Troy
 - a. The Dalton Moon event grossed \$1000 and we made \$300. It was a very popular event with young folks.
 - b. The Woodie Guthrie even earned us \$140 and a new member.
 - c. Troy's going to send around a questionnaire to all our programmers to get at their stories so we can get them out.
 - d. Troy's also arranging to get everyone business cards with their show name or position on them. \$30/box. Nice cards!
 - e. There was a discussion of recognizing and thanking our donors as part of the Recognition Team's charge. And Darren's and Troy's.
 - f. The lease for Fantastic Pizza is coming due Sept 30. It's been 3 years of cutting them slack, and it's time now to return to business as usual. We'll look for an increase in the rent – and for Sakhet's assuming the cost for re-sealing the driveway behind the building. His trucks are damaging the current tar.
- ADJOURNMENT at 8:35. Moved and approved without discussion.