WCUW 91.3FM 910 MAIN STREET, WORCESTER MA 01610 Board of Directors meeting:

**TUESDAY – August 15, 2023** 7:00 PM (Zoom only)

### **MINUTES**

• Call to order: 7:05 pm

Attending: Darren, John, Rick, Uma, Nick, Mitch, David, Greg, Tania, Bill Troy

- Approval of minutes from July 18, 2023 approved without discussion
- Report from the Chair
  - Question to Troy concerning ongoing problems with rebroadcasts and dead air.
    - Mistakes happen...
    - The problem has been compounded by the fact that we've lost the functionality on our on-air recording software, which limits our show options. So there's been some repetition.
    - Question to Troy and Greg: do we need a new computer to handle the software for recording our shows?
      - Chris has revamped the software on our laptop and it should work from here.
      - Darren noted that we can afford a new computer if we need it...
      - Troy noted that we do need 2 more Windows 10 machines for producing and editing shows.
      - Mitch suggested we see a proposal for new laptops so we know what we're looking for in case we see it.
    - Mitch was wondering how daily highlights on our Schedule page get chosen, whether more can shows can be highlighted, and suggested they be updated.
    - Darren noted that the new monies coming in need to be segregated into their own account so we can budget and keep track of them.

- Expenses have to be tracked; hours need to be kept.
- Troy agreed and said he'd work on that.
- David suggested that we formally note/vote on the segregation of funds, just to keep a clear record. Noted.
- Mitch observed that our budget is now likely to pass \$200,000
  which obliges us to have a CPA review our books and procedures.
  Darren said that's on our radar and will be addressed.

## • Committee Reports:

- Community Development & Fund-Raising/TDI Grant Darren
  - Darren, Mitch, David, and Troy met with Pedro from the TDI grant to discuss some ground rules.
  - Darren's prepared a public service announcement (PSA) which should be posted on our FB page soon.
- Infrastructure Greg
  - o Report on station walk-through and what's left to be done
    - Missing moulding, ceiling tiles, flooring, etc.
    - Greg took pictures and grouped them for repair
    - But that requires plans and budgeting and a return to the Board for funding
    - Greg will work with the Infrastructure team to get this moving.
  - Final recommendation on donor management software ready for decision...
    - Arriva has turned out to be less expensive that Bloomerang
    - And Troy's more used to it.
    - It's \$1900 the first year, \$1200 for the two years after that
  - That solution will require us to move to the Cloud version of Quickbooks.
    - This will make it easier for Greg and others to pull reports
    - There may be other options for bookkeeping software (Techsoup?)
    - Greg's looking into migrating our data from the desktop to the cloud version
    - Uma asked, with understandable surprise, whether our books are all now stored on just one person's machine? (Yes)
      - Uma uses a cloud version of Quickbooks for \$30/mo.
      - Greg agreed we need to get this info on the cloud.

# Greg suggested that he get together with Troy and work on a plan to replace our Windows 7 laptops

- Human Resources Rick
  - Report on bank grants to meet matching gift requirements.
    - We have some boilerplate to work from now
    - Our next step is to research the bank possibilities and hone our approach
    - Mitch asked whether we were working on memberships and sponsors as well as bank grants?
      - Rick said the Bank Grant group is working on grants because they'll get us to the \$25,000 quicker.
      - But he acknowledged that one-time grant money needs to be supplemented with member and sponsor monies which will sustain us from year to year
  - Report: 2 proposals now submitted to the Greater Worcester Community Foundation
    - The first, already approved in discussions, is for \$6,035 us to get
      Nielsen data on our listener demographics
    - The second is for \$10,000 of operating funds (we used to get this every year)
  - Recognition Event: nothing to report
    - Uma, Tania, and Nick have volunteered to work on this but they weren't privy to the discussions the HR Committee had on this
    - To get them underway, Rick offered to meet with them, catch them up, and get them started.

### Old Business

- Update on manual of standard operating procedures and duplicate keys
  Troy's working on it.
- Review of FrontRoom financials Tabled till next time.

#### New Business

- Gaining clarity from our matching gift benefactor on what counts as "new"...
  - David suggested Troy make this approach informally to find out what he can.

- Mitch raised a question about Serena's web page, which doesn't mention WCUW despite her residency here. It should.
  - Troy believes she just hasn't updated it yet.
  - But he'll speak with her.
- Executive Director's report:
  - We'll be having "Bette Machete and the Jumping Fleas", an all-women's ukelele club 2 Mondays a month
    - They've already generated 5 memberships
    - Mitch: Clark is also doing something with ukeleles in the neighborhood – maybe we can bring those 2 efforts together?
  - Documentary on hip hop will be shown on September 16-17 through Cinema 910.
    - A good opportunity to highlight DJ Chuck Chillin'.
    - Mitch noted that this is the 50<sup>th</sup> anniversary of hip hop
    - There are a lot of ways we can build on this.
  - Plans for commemorating Harold Stevens for his bequest:
    - Troy's having a Steve DiRado photograph framed for hanging in the Galley.
    - Darren wondered why we didn't name the FrontRoom after him.
    - Troy suggested we might find a bigger donor for that space.
  - A Survey Monkey has been sent to volunteers at the station asking for current contact info, starting date, etc..
  - Fantastic Pizza:
    - Troy and Darren will meet with Saket, feel out how he's doing, and let him know we need to adjust his rent and help us maintain the parking lot.
    - They'll bring recommendations back to the full Board on how we should proceed.
  - We want to take note of JJ's taking leave of his show. He's had a great show, he's a former Board chair, and he's been a pillar of our community. He'll be hard to replace...
    - The DJ taking his place tonight (Jane Cunningham?) did a great job.
    - But we're on the lookout for new on-air hosts.
  - Mitch raised questions about the income and expense report Troy submitted – he was having trouble making sense of it.

- Greg thought we might be able to better rationalize our accounts when we do our migration.
- Mitch would like to see a budgeting process and an accounting that keeps grant monies separate, since we have to report on them quarterly to the funders.

Meeting adjourned at 9:05 pm.