

WCUW 91.3FM

910 MAIN STREET, WORCESTER MA 01610

Board of Directors meeting: TUESDAY – May 16, 2023 7:00 PM (Zoom only)

AGENDA

1. CALL TO ORDER – meeting called to order at 7:03

Attending: Rick, John, David, Uma, Nick, Greg, Darren; and Troy

2. APPROVAL OF MINUTES from April 18, 2023

Approved unanimously

3. PRESIDENT'S REPORT

- **Congrats to all those involved in the studio renovations – the programmers seem much pleased and it looks great**

4. COMMITTEE REPORTS

a. Infrastructure – Greg

i. Discussion of updated donor management software:

- 1. What we have now is outdated.**
- 2. Greg and Troy looked at Bloomerang first, which lacked a key feature we need.**
- 3. The new iteration of Exceed may have it all – only its original price was excessive. They've since dropped their price...**
- 4. The feature we need is the one that divides the donation among the shows it's intended to support.**
- 5. Exceed has that feature and it also works well with Quickbooks, carrying over the donation entries.**
- 6. Greg's still working out the feature by feature comparison. He'll run that by Troy and Mitch and then come back with a recommendation next time.**
- 7. Uma asked about the cost. Sounds like we're talking about a subscription, with a heavier cost in the first year, and then an ongoing annual fee of \$1900(?)**

8. Nick wondered at the cost as well, but suggested it would cost us more to hire someone to do it. Troy does need some help.

9. It should be noted that new software will require a new computer, which is overdue in any case.

b. Human Resources – Rick

i. We've had our quarterly check-in meeting with Troy, carrying through on our responsibilities for supervision. And that's been a positive experience. 'Nuff said.

ii. Planning for 50th Anniversary Recognition Event – we've posted a timeline for planning the event, and we encourage everyone to take a look, add an idea or at least your initials to one or more of the activities already taking shape.

iii. Here's that link again:

<https://app.mural.co/t/recordlibrary2479/m/recordlibrary2479/1683660827781/b5528a9ea2de0394cb011e79f91825630240d58c?sender=u57ed6a2eafc8da37ec3b6741> It's free, there's nothing to download, and it's easy to use. Check it out.

c. Community Development & Fund-Raising – Darren

i. Proposed: that we put on a full-court press to meet our \$25K matching gift.

ii. Darren asked Troy to ask Barry or someone to create a poster for our fund drive.

iii. Darren also made the point that we need cash in our account – and then cash on top of that to meet the demands of our funds challenge.

iv. Our mysterious benefactor, who prefers to be anonymous, has already given us \$10K. He's looking for "new money" – new sponsors, new grantors, etc.

v. Banks seem like a good target, and our benefactor may be able to help us with that – he used to be with Greater Worcester Community Foundation.

vi. Troy suggests we meet with him, give him a better idea of what we're about and what he'd like to see us do with his gift.

- vii. David suggested we use the first few paragraphs we assembled for our recent TDI grant to frame our approach to banks – and also insurance companies in Worcester.
- viii. He also suggested we consult some lists of potential benefactors that we might approach.
- ix. David made one more suggestion: that we aim at \$50,000 instead of \$25K, and make that our stated fundraising goal with the \$25K marking a milepost on our way. Good idea.
- x. Troy took this opportunity to thank David for his Gospel Brunch fund-raiser, which netted about \$1000! The Gospel Brunch is an annual event, which has spread good will and drawn good support for the station going way back.
Thanks to David from all of us.

5. EXECUTIVE DIRECTOR'S REPORT – Troy

- a. Troy talked about the grants (see his report)
- b. And about the Dylan-Ffest, which Troy hears is generating some buzz already.
- c. Darren asked about the payments to performers, who seem to be a who's who of "local luminaries". A payment of \$500 was mentioned for Thursday eve. But the grant is helping with that, Troy noted.
- d. Troy noted that the bathroom repairs are coming along, thanks to Rene Cobos, and the FrontRoom floor was cleaned and polished, thanks to Donovan Wellington.
- e. Another thanks to Joe Ruivo for helping out wherever needed. Things are looking good, which is important in fundraising.
- f. There was some talk about the new delayed broadcast software for managing naughtiness. We're hopeful...

6. NEW BUSINESS:

- a. Next steps on infrastructure? Darren asked about the hallway.
 - i. Troy said that's on his list.
 - ii. Greg talked about working on the CD Library after this.
 - iii. And then the Record Library next, as it's too dark.

