

WCUW 91.3FM

910 MAIN STREET, WORCESTER MA 01610

WCUW Board of Directors Meeting Tuesday, February 20, at 7:00 pm via ZOOM and in Person at 910 Main Street

MINUTES

Attending: Executive Director, Troy Tyree, Ex-Officio, Uma Ananth, Ed Arndt, Mark Babson, Greg Check, Gail Hunt, Rick Hendra, Scott Hayman, John Solaperto, Nick Cozzens

Guests: Walter Henritze, Dan Hunt

Not Attending: Darren Pinto

The Meeting was called to order, by the Vice Chairperson, Mark Babson, at 7:00 pm

Approval of Minutes from the last meeting:

John S. moved to approve the Minutes from the last meeting with no corrections. Mark B seconded the motion, and the motion was approved unanimously.

Committee and Task Force Reports:

Infrastructure:

Greg Check gave an Infrastructure Report. See attached report. Highlights of the report include that the record store is complete with exception of meltaway tiles. The gallery is complete. Meltaway tiles have been received and we need to coordinate and organize installation of them. Fire alarm system quotes are received. Low bid is 23,750. There was a discussion about monitoring and cost. Greg will follow up with Shepherd Engineering.

The Gallery is nearly completed, and all costs are being accounted for. An extra \$1,500 is needed to complete the Gallery. John S. moved to approve an additional \$1,500 to complete the Gallery. Mark B. asked what the funding source would be for the additional \$1,500. The source will be the Harold Stevens Bequest. Greg C. pointed out that a final holdback of \$3,000 was just received from the Harold Stevens bequest. The motion was amended to include that the source of the additional funds is the Harold Stevens Bequest. Scott H. seconded the motion. Uma A. asked if the \$3,200 of electrical costs is included in Greg's tally. Greg answered that the \$3,200 is separate because it included costs for the record store and items that we would have had to correct anyway. John's motion with amendment was approved unanimously.

There was discussion of various modifications to the Gallery space. Dan Hunt pointed out that we need to be sure to check things off with Stephen DiRado, because he is leading the design aspects of the Gallery. There will be a sub-committee for the Gallery, at which design, and programming issues can be discussed. Greg clarified for all that, once the Gallery buildout is

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complete, the new sub-committee will take over. Steve DiRado is chairing the new sub-committee under the Community Development committee.

Gail reported on on-going finishing touches to the Gallery. Stephen DiRado would like a poster box to be installed outside the building. Gail volunteered Dan to make an install the poster box and pointed out that Dan has now logged 170 hours of donated skilled labor. Vinyl plank flooring will be installed in the entry way. More lighting is being added and Stephen DiRado is hanging a picture of Harold Stevens as well as a plaque. A Clark Student Show will be installed prior to the Harold Stevens Show. The Sub-committee members for the Gallery will be Stephen DiRado, Anne Souza, Troy Tyree, John Solalperto, Gail and Dan Hunt and Scott Hayman.

John S urged everyone to go back and listen to the interview with John Levin, a founding member of WCUW to remind ourselves of the original purpose of the Station.

Greg shared the expenditure log for the Gallery, which is detailed in his report.

Greg then shared the Infrastructure Committee's prioritized list of improvements. This list is in his report.

John shared that, in addition to the priority list, we need an energy audit. This is an action item for Troy to contact the Utility companies.

More discussion ensued about upgrading server network, repairing the camera system, and needing a new door to the FrontRoom.

There are other items that are exterior, which are being deferred until better weather.

Scott H mentioned getting coordinated with the Massachusetts Cultural Council's Grant cycle for capital improvements.

Community Development and Fundraising Committee

Rick H had reached out to Darren P and Greg C to determine what we want to focus our grant applications on. Mark B reported on discussion at Community Development and Fundraising about how to infiltrate the community such that our Grant writing becomes more organic and responsive to the community. Gail asked if the Human Resources committee has worked on resourcing the programmers to do better marketing for their shows and using social media, etc. In general, can we do better with Instagram and Facebook and social media? Our online presence could be better. Can HR work with the programmers to create an online presence for

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their shows? Gail referred to Mellissa Anderson who used to work at WICN and used to rely heavily on Instagram. Gail says Mellissa is going to help her with Instagram. John S questioned whether we could get free use of various billboards at Woo-Sox? Troy said the recent Facebook effort created more likes and followers. Mark B summarized: every programmer could have their own Facebook Page to publicize their shows. Gail agreed with this idea as it will make each programmer's friends and family more aware of WCUW. Scott said we need to have a social media subcommittee and suggested that Gail and John head it up to put together a coherent set of things to do and ideas for training, etc. Mark closed this portion of discussion asking Gail, John, and others to convene and then report back as they can.

Human Resources

Scott reported that there is no activity yet, but our first order of business would be to gather all the various materials needed to conduct a review with Troy T. There are currently two job descriptions that Troy falls under as he accepted his job with understanding that another person was going to be hired to do another portion of the work. This did not happen. John hopes that HR would also be liaison with the programmers so that all are on the same page. Scott responded that his vision is that there be a small "handbook" created to outline our procedures for programmers, Troy, contractors, etc. UMA thinks there is a handbook. Troy confirmed. Troy will give the handbook to Scott.

Budget and Finance

Scott reported that we are trying to schedule a meeting. Greg pointed out that Troy shared a draft budget for the committee. Troy wanted to point out that Aaron is now setting up the new Online Quickbooks and wants Troy's participation. Troy would like Scott and or Greg to participate in this. Scott suggested that we need to review and improve our chart of accounts. Uma asked about setting up the new donor management software. Troy said he is starting this. Anne Souza would be helpful to learn the new donor management software with Troy. Greg C said he is very busy but pointed out that the new Quickbooks online, including the chart of accounts, can be improved organically as we move along.

Bylaws Task Forces

Scott reported that the Task Force has not met yet. The committee includes Rick Hendra, Scott H and Walter Henritze. Robin Scott is also on the committee but is undergoing major surgery sooner. We will meet, and, when Robin is ready, he will get on board.

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Recognition Event

Uma, Gail, Nick, and Troy met yesterday. The date and time for the event will be April 28 from 4:00 to 7:00 pm. The event will be at WCUW. No snow date needed. They will ask Barry to modify the invite design. Postcards will be sent out as well. Awards: 1-20 years will be a thank you. Anything over 20 years will be the focus of the awards. Twenty people fit this, including seven that are greater than 40 years. Everyone gets a T-shirt. No donor plaque (this saves 350.00). Troy is preparing writeups for awards and recognition. Troy needs approval to order the T-Shirts, which will cost approximately \$1,740. The T-Shirts will be for the appreciation event as well as for ongoing fundraising. The committee recommends that half of the T-Shirt costs be paid for with the previously approved \$3,000 for the Appreciation Event and that the balance of the \$3,000 be used for catering and other expenses related to the Appreciation Event. The source of the funds will not be operating funds. Troy is approved to move ahead to order the T-shirts. Gail will get estimates on catering and Troy expects about 60-70 people will attend. Scott requested a schedule of all the events coming up and a strategy for publicity. Marek suggested sharing events and schedules with programmers so they can publicize.

Executive Director Report (see attached):

It was noted that the first slide should be corrected to say the first bid submitted for the fire alarm system was \$23,000.

Steve Sandberg's proposal for Cinema 910 to the local Arts Council was not awarded. There is another film presenter at the Park Room on Park Avenue that has interest in WCUW space.

Spring Fund Drive is from March 1 to May 31. The goal is \$14,465 and budgeted amount is \$12,500. John asked Troy to identify and share major donors with key committees so we can appeal to them—Arts supporters and business supporters. John asked Troy to sit in on all the various committees to share the key data.

Troy asked Scott to write the Spring Fund drive letter. Scott said he would do a draft and then circulate.

Troy shared general information about WCUW (see report).

- \$14.00 and hour to be on the air.
- 65 Unique programs on the air 24/7
- 6,120 volunteer hours required from eighty unique humans.

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- \$240.00 monthly to have up to one hundred web-streamers during any one moment.

Scott asked Troy to breakout number of web streamers and where they are streaming from for next meeting.

Tory wanted to recognize the Kansas City Mom and DJ who died in a mass shooting after the KC Chiefs victory parade.

Troy reported that the current balances in the Bank Accounts are:

Checking: \$5,300

Savings: \$115,615

Troy shared that Serena Mae will be working on the TDI Grant for WCUW.

The Pop UP for the TDI Grant will be August 10th in the YMCA Fuller Park.

Greg Check shared breakdown of the funds in our savings account (see report):

The numbers agree with Troy's report. Most of the spending has been from the Harold Stevens Account.

Discussion took place about operating vs. capital (one-time grants). We still have trouble balancing the operating budget. Questions were asked about the Pizza Place rent. We still need to visit with them. Scott suggested we need to have a vision and plan regarding the entire facility.

Acceptance of David Connells resignation from the Board

It was acknowledged that David will be very much missed. John S. suggested that we not move to find another board member until the next election.

Scott moved to adjourn the meeting. John seconded the motion. All were in favor.

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