

WCUW 91.3FM

910 MAIN STREET, WORCESTER MA 01610

Minutes of the December 17, 2024 Board of Directors Meeting, 7:00 pm Meeting Via Zoom

MINUTES

Attending: Uma Ananth, Mark Babson, Greg Check, Gail Hunt, John Solaperto, Ed Arndt, Mike Warren, Lee Griffen, Robin Scott, Ann Souza, Executive Director, Troy Tyree, Ex-Officio

Absent: Scott Hayman

Mark Babson called the meeting to order.

Approval of the minutes of the November Board Meeting.

Greg Check moved to approve the minutes, and Mark seconded this motion. The minutes were approved unanimously and without corrections.

Proposal from Walter Henritze: A process for Developing a Vision for WCUW's future (S.W.O.T) Analysis and problem solving.

Mark Babson and Walter Henritze introduced, and the board members discussed the implementation of a S.W.O.T. analysis process to identify the top strengths, weaknesses, opportunities, and threats for the organization. Walter proposed that the board members provide their feedback, which would then be anonymized and compiled into a synthesis of the top five issues. The next step would involve a creative problem-solving session to develop solutions. The board members also discussed the potential inclusion of external perspectives, with suggestions ranging from limiting the input to a select group of programmers to opening it up to all programmers. The consensus was to proceed with an internal first round of feedback, followed by a targeted solicitation of input from other programmers if necessary. The deadline for the first round of feedback was set for December 31st.

Financial Update from Greg Check and Discussion of budget with Mark Babson, including an update on the Savings Account balances and a YTD Statement of Activities

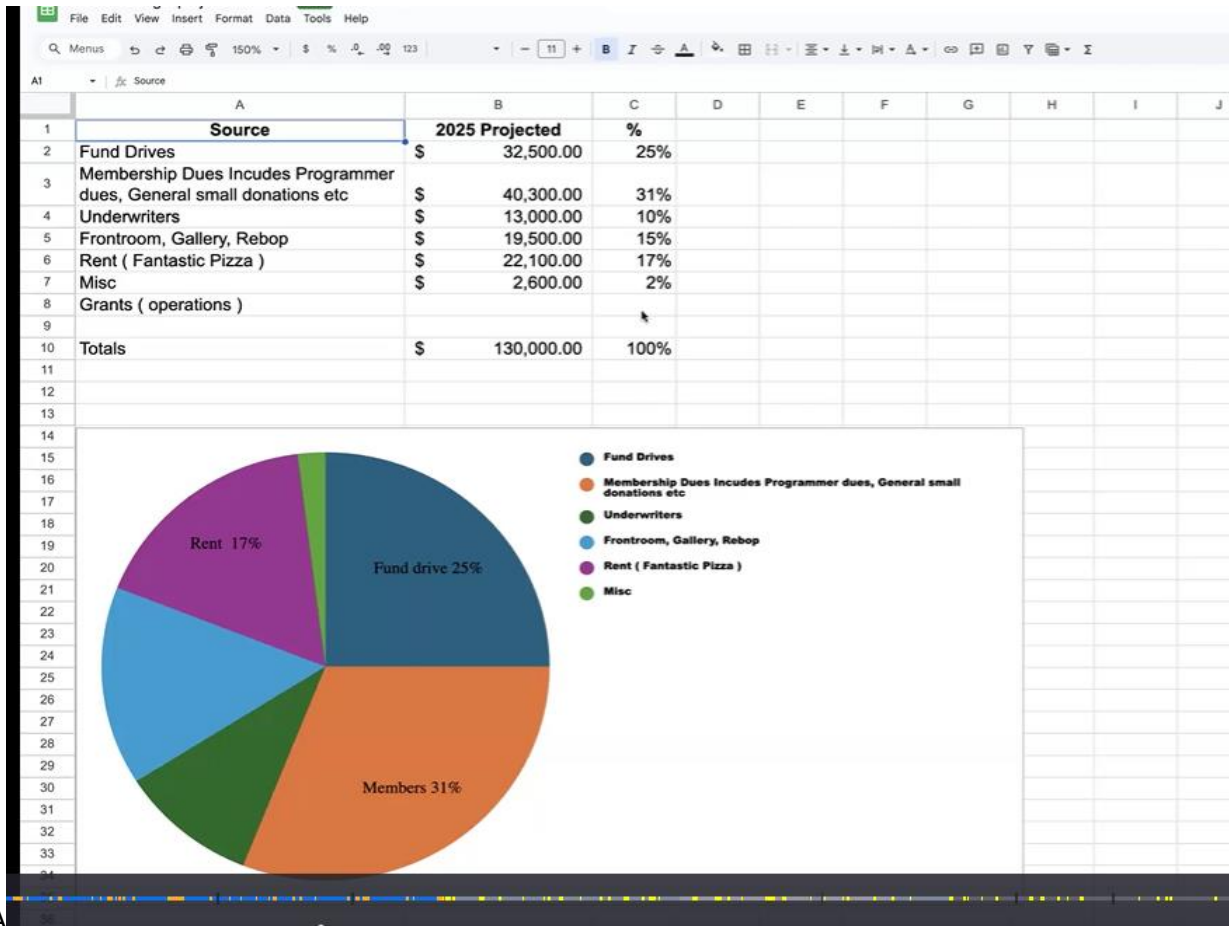
Ed Arndt and Aaron, the accountant, will be working to set up Ed to input financial transactions daily into Quickbooks. Greg shared the goal that, ideally, all the board would have access to Quickbooks online to view our Year-to-Date financial statements of activities. Mark shared the 2024 statement of activities, which documented that our operating loss for 2024 will be approximately \$20,400.

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Based on the 2024 statement of activities, Mark created a simplified proposed 2025 operating budget in a pie chart format for discussion and illustration purposes only. He illustrated only a proposed income side of the 2025 budget.



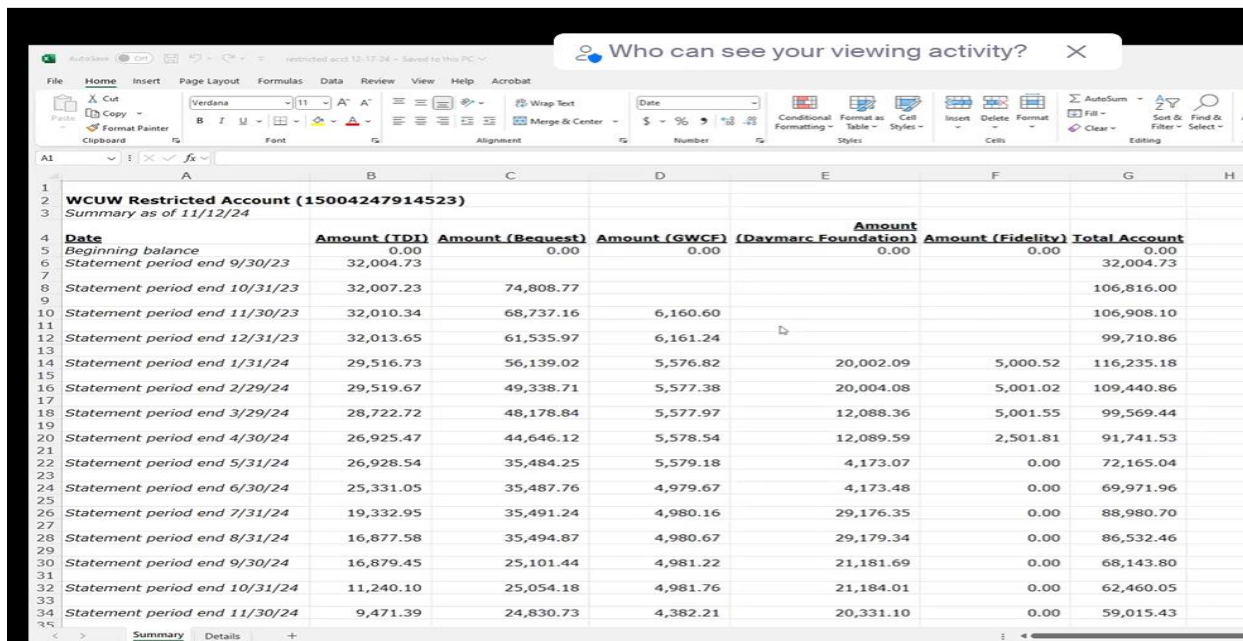
The Board members discussed Mark's Pie Chart, including collecting more programmer fees, Front Room income and underwriter fees. The proposed budget was for discussion purposes only. Mark wants to have a regular discussion of the budget progress. Robin Scott asked if the Rent that Fantastic Pizza is being charged is a "market, competitive" rent. Robin also pointed out that the space is very good and marketable. Uma asked about the reality basis of raising the Front Room revenue suggested in the chart. Gail mentioned that Cinema Worcester is doing very well to date (the basis is for a 70% of income for the Cinema Worcester and 30% of the income for WCUW). After more discussion, Mark simply asked that we seriously consider our goals for the Front Room in terms of our income needs. Mark pointed out that the budget committee will meet to follow this discussion up.

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Greg shared the Savings Account update as below:



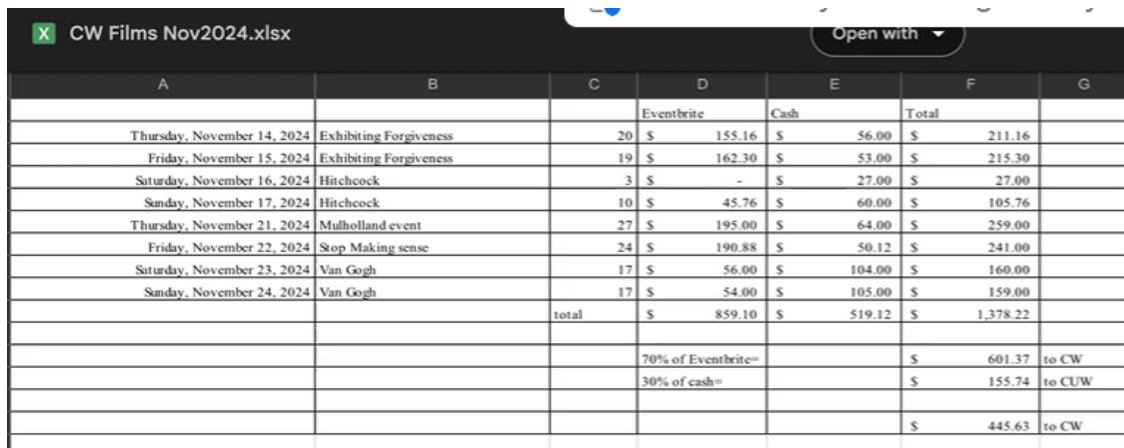
Date	Amount (TD1)	Amount (Request)	Amount (GWCF)	Amount (Daymarc Foundation)	Amount (Fidelity)	Total Account
Beginning balance	0.00	0.00	0.00	0.00	0.00	0.00
Statement period end 9/30/23	32,004.73					32,004.73
Statement period end 10/31/23	32,007.23	74,808.77				106,816.00
Statement period end 11/30/23	32,010.34	68,737.16	6,160.60			106,908.10
Statement period end 12/31/23	32,013.65	61,535.97	6,161.24			99,710.86
Statement period end 1/31/24	29,516.73	56,139.02	5,576.82	20,002.09	5,000.52	116,235.18
Statement period end 2/29/24	29,519.67	49,338.71	5,577.38	20,004.08	5,001.02	109,440.86
Statement period end 3/29/24	28,722.72	48,178.84	5,577.97	12,088.36	5,001.55	99,569.44
Statement period end 4/30/24	26,925.47	44,646.12	5,578.54	12,089.59	2,501.81	91,741.53
Statement period end 5/31/24	26,928.54	35,484.25	5,579.18	4,173.07	0.00	72,165.04
Statement period end 6/30/24	25,331.05	35,487.76	4,979.67	4,173.48	0.00	69,971.96
Statement period end 7/31/24	19,332.95	35,491.24	4,980.16	29,176.35	0.00	88,980.70
Statement period end 8/31/24	16,877.58	35,494.87	4,980.67	29,179.34	0.00	86,532.46
Statement period end 9/30/24	16,879.45	25,101.44	4,981.22	21,181.69	0.00	68,143.80
Statement period end 10/31/24	11,240.10	25,054.18	4,981.76	21,184.01	0.00	62,460.05
Statement period end 11/30/24	9,471.39	24,830.73	4,382.21	20,331.10	0.00	59,015.43

We have \$59,015 in restricted savings as of the statement period ending 11/30/24. Greg assured Uma that we have funds to pay for the Appreciation/Recognition event.

Front Room programming committee report from John Solaperto and Gail

Hunt: Policies and Procedures draft, upcoming Gallery shows, and Front Room shows, Movie schedule and receipts.

John shared that drafts of the policies and procedures for the Front Room have been shared with everyone. There were also discussion of the Cinema Worcester receipts to date and as listed below:



A	B	C	D	E	F	G
			Eventbrite	Cash	Total	
Thursday, November 14, 2024	Exhibiting Forgiveness	20	\$ 155.16	\$ 56.00	\$ 211.16	
Friday, November 15, 2024	Exhibiting Forgiveness	19	\$ 162.30	\$ 53.00	\$ 215.30	
Saturday, November 16, 2024	Hitchcock	3	\$ -	\$ 27.00	\$ 27.00	
Sunday, November 17, 2024	Hitchcock	10	\$ 45.76	\$ 60.00	\$ 105.76	
Thursday, November 21, 2024	Mulholland event	27	\$ 195.00	\$ 64.00	\$ 259.00	
Friday, November 22, 2024	Stop Making sense	24	\$ 190.88	\$ 50.12	\$ 241.00	
Saturday, November 23, 2024	Van Gogh	17	\$ 56.00	\$ 104.00	\$ 160.00	
Sunday, November 24, 2024	Van Gogh	17	\$ 54.00	\$ 105.00	\$ 159.00	
		total	\$ 859.10	\$ 519.12	\$ 1,378.22	
			70% of Eventbrite=		\$ 601.37	to CW
			30% of cash=		\$ 155.74	to CUW
					\$ 445.63	to CW

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Gail suggested that we should help the Cinema Worcester promote the movies in the Front Room. Our promotion would help him as well as WCUW. Mark suggested that we could be more detailed in terms of how users of the FrontRoom should leave the FrontRoom after its use. Ed Arndt shared that he has provided a “how to” in terms of using the Sound System. Gail pointed out that there is now a team of eight people helping on the FrontRoom.

Mark suggested that we need spots to air for the entire FrontRoom schedule. Others agreed. More discussion ensued on various events coming up.

Infrastructure update/report by Greg Check:

Three things have been referred to ACE temperature Control.

1) We need their input on a new control that the Energy Auditors proposed that could save money.

2) Noise in the Front Room regarding the heating system coming on during movies: this has also been referred to ACE temperature control.

3) With regards to controlling temperature in various areas.

Troy is waiting on the response from ACE for all these questions.

The door and the sign have been repaired for Fantastic Pizza.

The bid for the camera/surveillance system has been revised and sent back out to bidders. We are awaiting a response from one of the bidders.

The CD Library needs a lot of work. Improvement goals were all referred to Larry Haley and Dan Hunt. It was determined that volunteer help is needed to help move things!

Finally, Greg needs to review Chris Tracy’s responses on the transmitter, and, in the meanwhile, the streaming providers helped with input. The questions and solutions are still ongoing.

Update on / Appreciation Event:

Uma and Gail updated everyone on the event. January 11 is the date, and the snow date is Jan 18th. The Band has accepted for both dates. The invitations went out. Some reported not getting the invites yet. The due date is December 20th for the RSVP’s. Troy has access to the RSVP responses, but Troy is not available. The Catering is all set. All are ready for a party. The Awards are for 20 or more years of volunteer service. Robin said he is willing to write up stories for the longest serving volunteers. All in all, the organizers feel as though

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we are in good shape. John thinks we should send out a final email to all. Mark said the money is available to pay the caterer and others.

ED Report:

Troy submitted a report but was not able to attend the meeting.

Mark adjourned the meeting. All were in favor.