

WCUW 91.3FM

910 MAIN STREET, WORCESTER MA 01610

Minutes of the January 21, 2025, 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, Scott Hayman, Executive Director, Troy Tyree, Ex-Officio

Guest: Walter Henritze, Dan Hunt

Mark Babson called the meeting to order.

Approval of the minutes of the December 2024 Board of Directors Meeting.

Corrections to the minutes were suggested by Mark Babson. John moved to approve the minutes with corrections. Robin Scott seconded the motion. All approved.

Update from Walter Henritze: on the S.W.O.T. result

Walter led a discussion about the major issues at the station as expressed in the S.W.O.T., emphasizing that the list was not in order of interest or importance but rather based on the number of comments received. He clarified that the list did not include criticisms or comments about individual performances. The next steps involve a creative problem-solving process to generate ideas for solutions without judgment, with the aim of addressing the major issues. Two meetings are planned for April, with the current board members and other stakeholders, including programmers and volunteers. The discussions will cover all aspects, including strengths, weaknesses, opportunities, and threats. The goal is to create a comprehensive action plan and vision for the station's future. Walter said that he will be in Florida between now and April but that he is available to answer questions or take suggestions during that time.

Mark Babson and Greg Check: Financial Update and Continuing Discussion of 2025 Budget Process: Savings Account balances.

Greg presented the Savings Account Balances:

As of the end of 2024 we had a Savings Account, not including the ARPA funds coming, of \$59,000 As shown in the chart below.

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Statistics Performance Accessibility Lookup Changes Comment Comments Notes sheet workbook ranges workbook link									
Proofing Performance Accessibility Insights Language Changes Comments Notes Protect link									
A1	fx								
	A	B	C	D	E	F	G	H	I
6	Statement period end 9/30/23	32,004.73						32,004.73	
7									
8	Statement period end 10/31/23	32,007.23	74,808.77					106,816.00	
9									
10	Statement period end 11/30/23	32,010.34	68,737.16	6,160.60				106,908.10	
11									
12	Statement period end 12/31/23	32,013.65	61,535.97	6,161.24				99,710.86	
13									
14	Statement period end 1/31/24	29,516.73	56,139.02	5,576.82	20,002.09	5,000.52		116,235.18	
15									
16	Statement period end 2/29/24	29,519.67	49,338.71	5,577.38	20,004.08	5,001.02		109,440.86	
17									
18	Statement period end 3/29/24	28,722.72	48,178.84	5,577.97	12,088.36	5,001.55		99,569.44	
19									
20	Statement period end 4/30/24	26,925.47	44,646.12	5,578.54	12,089.59	2,501.81		91,741.53	
21									
22	Statement period end 5/31/24	26,928.54	35,484.25	5,579.18	4,173.07	0.00		72,165.04	
23									
24	Statement period end 6/30/24	25,331.05	35,487.76	4,979.67	4,173.48	0.00		69,971.96	
25									
26	Statement period end 7/31/24	19,332.95	35,491.24	4,980.16	29,176.35	0.00		88,980.70	
27									
28	Statement period end 8/31/24	16,877.58	35,494.87	4,980.67	29,179.34	0.00		86,532.46	
29									
30	Statement period end 9/30/24	16,879.45	25,101.44	4,981.22	21,181.69	0.00		68,143.80	
31									
32	Statement period end 10/31/24	11,240.10	25,054.18	4,981.76	21,184.01	0.00		62,460.05	
33									
34	Statement period end 11/30/24	9,471.39	24,830.73	4,382.21	20,331.10	0.00		59,015.43	
35									
36	Statement period end 12/31/24	9,471.39	24,830.73	4,382.21	20,331.10	0.00		59,015.43	
37									

After the New Year, the ARPA funds came in. These funds are unrestricted. Certain of these funds have already been used to pay off operating loans we made to ourselves in 2024. The TDI Grant is completed, so we can transfer the TDI balance into the checking/operating.

Front Room programming committee update from John Solaperto and Gail

Hunt: Gallery shows, Front Room Shows. Receipts.

John reported that we received \$815. from the Front Room Benefit by Jubilee Gardens and additional funds from Cinema Worcester Movies for a total of \$1,048. Tom Ingrassia will donate \$125.00 from the movies he showed in the FrontRoom. On January 25 there will be a Blues band in the Front Room, sponsored by Darren Pinto. The tickets at the door will be 10.00 per person. The Station will receive 30% of the proceeds of this concert and the performer will receive 70%. On January 26 there will be a benefit concert for the Station in the Front Room. Ed Arndt is sponsoring the show. It will feature local jazz players, including our own John Solaperto performing vocals in the opening act. Suggested donations are \$20.00 per person. All proceeds will be donated to WCUW. Gail, John, and Ed have been recruiting volunteers to help at the concerts.

Gail shared that three more concerts are scheduled for February. These shows include a performer that Troy is sponsoring, Noah Guthrie; Troy Mercy, sponsored by Darren Pinto, and a band called the Cheerios, sponsored by Elisha. In March, Peter HiFi Ward will do a benefit for WCUW. Rose LeBeau is also doing an Art Show and her husband, Bill, will be performing with his band in March. Gail is hoping to hear more from programmers in terms of more shows for the future.

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Dan Hunt pointed out that the shows coming up have not been promoted on the radio. He thinks we need regular promotion and marketing of the Front Room on the Radio and elsewhere. Dan pointed out that Rudy is doing a good job of producing promos/bumps on the radio. Troy said he is working with Rudy to develop these. Mark pointed out that we also need to be promoting the station beyond our radio broadcasts. The summary agreement was that we need to get a lot better at social media. Finally, Greg suggested that we need to pay for an ad on Facebook. Troy suggested we include a budget for regular advertisements of Front Room activities. Mark reiterated that we need to fully employ marketing to make more people aware of the Station.

Infrastructure update/report by Greg Check:

Greg reported that the committee agreed to purchase the remote for \$4,400 to be installed at the transmitter as step one towards much needed and previously discussed upgrades to the transmitter. The balance of the upgrades needed is estimated to cost 21K to 24K and the committee agreed to refer this need to the Grants Committee. The committee will also be sending the grants committee a request to seek funding for the Security Camera system that has been discussed. The plan includes one camera inside the station and perimeter cameras outside the building as well as a monitor and recording equipment. Bathrooms were discussed. There is a lot of need for improvements to the bathrooms. Cost estimates will be generated. The committee will then look at all the results and decide about referring these needs and costs to the Board for consideration. Uma asked if Board approval is needed for the \$4,400 remote. The Board had agreed previously that if the full committee approves of an infrastructure need, and we have the funding, that they can move ahead on their own authority. The \$4,400 expense will be noted and recorded as a "matching" amount for any capital request to funders for the 21- to 24K. Mark asked about getting rid of the AC unit out back. Greg said nothing has been done about the AC unit. Greg also reported that ACE is coming tomorrow to address the need for programmable thermostats and advise on the equipment that the Energy Auditor recommended. Dan reported that he realized that there is a window that needs sound proofing to stop Front Room sound leaking into the production studio.

Recap of Recognition/ Appreciation Event

Uma, Gail, Dan, and Lee were commended for all their work. Uma felt that the snowstorm dampened attendance. Attendance was around forty-five. The Decorations were excellent. Mark asked everyone to make a list of what worked and what did not work so that the next time we can remember and do better.

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Ed Report (separate cover):

Troy wanted to thank the event organizers. He then shared his report.

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I'm sorry to share that Shirley Roman, Paul Lauzon's (Monday morning Jukebox 9 Am – 1 PM) partner and show assistant, passed away Tuesday evening, January 14th. I have no more information at the moment.

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Program Changes:
As Paul Lauzon must have assistance during his program, and Chuck Demers, who hosts the Tuesday Jukebox, is willing to share two hours of his show, Paul will move to Tuesdays, and Rose Canty will assist Paul from 9 AM to 11 AM and then Chuck from 11 AM to 1 PM.

Thanks Andy Grigorov Cinema-Worcester.com

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Program Changes:
Rob Silverberg is moving from the Wednesday Crosstracks to the Monday Jukebox 9 AM to 11 AM
Lee Morin is moving from the Friday Crosstracks to the Monday Jukebox 11 AM to 1 PM
Scott Heath will host Wednesday Crosstracks
Mark Babson will host Friday Crosstracks

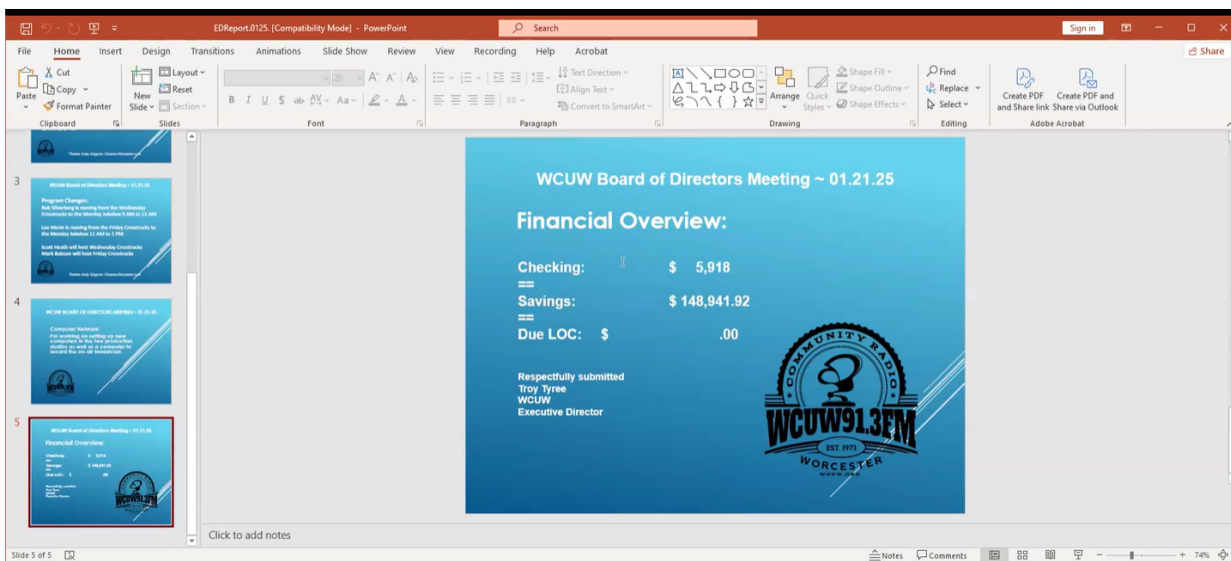
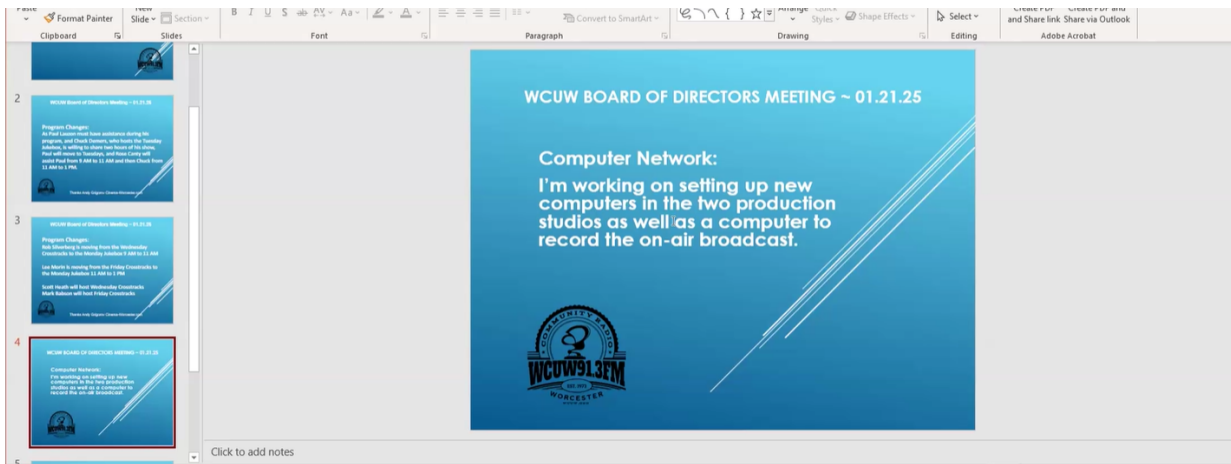
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Budget Committee:

Scott reported that the Budget Committee will now be meeting on the first Monday of the month. The Committee is working to complete the 2025 budget.

Other business/new business:

Mark wanted to discuss how we are doing on getting the colleges and their students more involved. Troy reported that, Rachel Smith, who he worked with at Clark last year, has reached out to him again to have students work on producing shows again.

Troy said he will reach out to Holy Cross and that we already have a relationship with Assumption. Finally, he hopes to work with Quinsigamond students this year as well. Ann mentioned she will touch base with Rich Falco to see what WPI students might be interested in, such as engineering and sound recording. Mark said this is yet another area

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we should think about in terms of following up on the S.W.O.T. Mark also wondered whether we should be simply reaching out to the different departments at the colleges and universities of many of our other needs, such as marketing. He gave an example of having a marketing intern from an area college/university student.

Finally, Ann said she debriefed with the Mass Cultural commission grants officer. She is prepared to share this at the next Grants meeting.

The Meeting was adjourned by Mark Babson