

WCUW 91.3FM

910 MAIN STREET, WORCESTER MA 01610

Minutes of the February 18 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

Guests: Walter Hentritze, Dan Hunt

Mark Babson called the meeting to order.

Approval of the minutes of the January 2025 Board Meeting.

Ann Souza moved to approve the minutes without corrections. Ed Arndt seconded the motion. All were in favor.

Open Discussion: Questions about the S.W.O.T. Analysis: A process for Developing a Vision for WCUW's future (S.W.O.T) Analysis and problem solving.

No comments/questions.

Discussion of Membership Levels and Benefits and On-Air Fundraising:

Troy shared our current Membership levels: \$25.00 for students and seniors; \$50.00 for individuals; and \$75.00 for families. WICN and WGBH push the monthly sustainer memberships starting at a \$7.00 monthly (\$84.00 annually) and moving up from there. Past membership benefits that WCUW has offered included Art Museum discounts. Presently, Union Music provides discounts for WCUW members. Troy cautioned that the new federal administration is scrutinizing underwriting and sponsorship practices of Public and Community Radio stations. Otherwise, WCUW offers some discounts to FrontRoom activities, Movies and Record Sales.

Greg Check shared that he thinks we need to offer more premium gifts for On-Air Fundraising. Gail Hunt shared that she thought most programmers do not do any On-Air fundraising pitches. Membership revenue and levels are flat. Mike Warren shared that most people give as sustainers and say they have already given. Uma asked if we are considering increasing membership costs. Mark Babson shared that the entire matter of fund drives, and membership development needs to be examined. Scott shared that he was contracted to do fundraising years ago. Back then we had goals, giveaways, and very finite campaigns to raise money. DJs often teamed up to help each other with the On-Air campaigns. We had instant feedback. Most people called in and made pledges. Scott said that we should be

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suggesting higher donations. Uma agreed that we should increase the membership levels. Troy shared that we have not increased membership rates since 2008. Uma asked how much we should increase the membership costs. Gail agreed that we should increase the membership cost levels. Mark shared that it is maybe not so much the amount but how well we share our message and our fundraising needs. Mark shared that he is providing autographed Peter Wolf memoirs as incentives for the next membership campaign.

Scott shared that a few meetings could be had to brainstorm/design our upcoming fundraising campaigns. Robin said he would be willing to brainstorm some ideas. More discussion ensued. Mark suggested putting out a few dates for some more discussion and brainstorming.

A final annual budget was proposed for approval:

Scott presented the proposed budget, which includes modest increases in On-Air fundraising revenues, underwriting revenues, and rental income from Fantastic Pizza. The bigger increase is in the projected Front Room income (movies and music). The Jazz Streams fundraiser that Ed Arndt organized brought in very good revenue as well as the Front Room concerts that Gail and Dan organized and performed in. Finally, the Cinema Worcester movies are doing well. Overall, we project to raise 13% more revenue this year than last year.

If we can keep the line on expenses, we could finish the year with a \$33.00 increase as opposed to a \$25,000 loss last year. Greg wanted to point out that revenue for FrontRoom expenses, projected at \$20,000 is Net Expenses. Greg also mentioned that the Exec. Committee is hoping/proposing that we can provide a sponsor/underwriter for the Gallery or some of its shows. Scott suggested an example would be getting CC Lowell to sponsor/underwrite the Gallery or some of its shows. Dan Hunt suggested that the operators of the Gallery and FrontRoom are spending lots of time/effort and that others need to do the “fundraising efforts.” Dan reiterated that he and the other Gallery and FrontRoom volunteers are maxed out. A lively discussion about time, resources and roles ensued.

Robin moved to approve the budget as proposed. John seconded the motion. All were in favor.

Report of the FrontRoom Committee:

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John S. provided a report on FrontRoom Activities for January. We received \$125.00 from Motown Tom for his film screenings, \$170.00 for the Chris Fitz show (our 30% share) and \$1,360.00 for the Jazz Stream Benefit Show for a total of \$1,655.00. Our share of the Worcester Cinema receipts for January was \$ 829.80. John pointed out that the February receipts may be lower than January because of weather. The goal is to book at least one benefit per month. Gail shared the list of upcoming performers for the FrontRoom, which includes the Peter Hi-Fi Ward and friends Blues Benefit on Sunday, March 23rd, Serena's new monthly singer/songwriter nights on Sunday afternoons from 3:30 to 6:00 pm (first show on April 6th), Troy Mercy and Hadley Lloyd's Brave New Blues on Saturday, April 26th, Comanchero on May 3rd, Roger Salloom's film and acoustic show on May, 10th, Sugar Ray and the Bluetones on May 17th, a Benefit with Stephen B. Martin and friends on Sunday, May 18th, and electric Bob Dylan Birthday show with Jim Perry and friends on May 24th, an acoustic Bob Dylan Birthday fundraiser show with Chuck on May 25th, We and the Dawg on June 7th, and a Tom Ingrassia presentation with film and history of civil rights on June 22. Rose LeBeau will open her Art Show in the HSG Gallery on March 15th and her husband's band will play that night as well.

Gail said the FrontRoom committee is maxed out and she would love to get others to step up and book/staff other events soon. Scott shared that the Front Room and Gallery is a real asset for the station despite original skepticism from some.

Savings Account Balances:

Greg Check reported that, as of February 17th (yesterday) we have \$147,190 in the restricted account. This includes the recent receipt of the \$95,000 in ARPA funds. He went on to describe the sources of the funds. The detailed report had been circulated earlier to the entire board. Greg shared these savings serve as our reserve account in case of capital and emergency needs.

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WCUW Restricted Account (15004247914523)							
Summary as of 02/17/25							
Date	Amount (TDI)	Amount (Bequest)	Amount (GWCF)	Amount (Daymarc Foundation)	Amount (Fidelity)	Amount (ARPA)	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
Statement period end 12/31/24	9,471.39	24,830.73	4,382.21	20,331.10	0.00		59,015.43
Statement period end 1/31/25	9,173.11	22,191.95	4,383.02	26,610.09	0.00	85,632.28	147,990.45

Uma asked what interest we are getting on these funds. Greg said the interest is nominal. Both Uma and Robin encouraged the board to search for better interest bearing accounts. Discussion ensued. It was agreed that Robin and Uma and others would research this along with Scott.

Infrastructure Report

Greg reported that the committee has given approval to Chris, the contracted engineer, to purchase the remote monitoring device for the antenna equipment. Greg said the condition of the bathrooms at the station was also discussed. Recommendations are forthcoming. More discussion ensued on the reconstruction of the CD Library. Scott said Ann and Troy and he need to convene the Grants committee. When they do, they will investigate grants for Broadcasting Equipment that is ageing.

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Executive Director's Report:

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FYI on Hanover Insurance

Hi Troy,
I forwarded the sprinkler & fire alarm certificates to Hanover. In order to determine if you are eligible to receive credits they will need to do an inspection. I have forwarded them your name as the contact person so they will be reaching out to you shortly.

Thank you,

Robyn

Robyn Mays
CL Account Manager
Knight-Dik Insurance Agency, Inc.
120 Front Street 1st Floor Worcester MA 01608
Office: 508-753-6353 ext. 108 | Fax: 508-752-1764
rmays@knightdik.com
<https://knightdik.epaypolicy.com>

My office hours Monday – Thursday 8:00-4:00 & Friday 8:00-3:30



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Program Changes

Paul Lauzon's (Monday morning Jukebox 9 AM – 1 PM)
has moved to Tuesday's 9 AM to 11 AM. **Chuck and Rose**
are now on 11 AM to 1 PM Tuesdays.

Monday 9 AM to 1 PM is split with **Rob Silverberg** 9 AM to 11 AM and **Lee Morin** 11 to 1 PM.

Wednesday Crosstracks is now hosted by **Scott Heath**
and Friday is Crosstracks is covered by **Mark Babson**.

A number of changes coming between
2 PM and 5 PM this March.



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PRODUCTION ROOMS:

Many thanks to Ed Arndt for his assistance in setting up three Windows 11 machines with the recording/editing software, SoundForge, which allows for multi-track recording of promos, stories, etc.

Any programmer or community member is welcome to schedule a training on using the software.

And a huge thanks to Jonathon Babcock for assisting with the repair of the input plug for the front production studio as well as for repairing this beautiful state of the art Nakamichi cassette player.



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MOVIES:

I know this is reported elsewhere, but happy that the movies seem to be kicking in.

Tickets	Eventbrite	Ticket Sales		Total	Total Settle Up
		Cash	Total		
	70% EB to CW	30% cash to CUW			
\$	1,117.90	\$ 0.70	\$ 35.20	\$ 767	to CW

Record sales for Jan. and Feb. to date total \$1143.

And many thanks to **Jazz Streams** and everyone who worked on the fundraising event!




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Financial Overview:

Checking: \$ 5,445
==
Savings: \$ 147,190
==
Due LOC: \$.00

Respectfully submitted
Troy Tyree
WCUW
Executive Director



Lots of discussion ensued on the amount of work and diligence that is required to administer the station. Meanwhile the FrontRoom Activities are doing very well so we are reliant on this for revenue and growth for the time being. Areas that need improvement are bookkeeping, membership and database management, underwriting and On-Air fundraising.

New Business:

The Question of a sign to use out front has come up numerous times. Discussion ensued on this. Mark said he has a sandwich board which he can donate. Troy suggested he has investigated a flag for the exterior. He likes the open flag sign that can be brought in and out. Gail agreed with this. Mike asked about the scrolling digital sign. The infrastructure will review all of this and move forward on a solution.

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Mark adjourned the meeting.