

# **WCUW 91.3FM**

910 MAIN STREET, WORCESTER MA 01610

Minutes of the May 20, 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 Griffin, Robin Scott, Ann Souza, Scott Hayman, Executive Director, Troy Tyree, Ex-Officio

**Guests:** Dan Hunt, Bob D'Armagnac

### **Review and Approval of Minutes of April 2025 Board Meeting:**

Greg Check moved to approve the minutes and John Solaperto seconded the motion. All were in favor.

### **Infrastructure Update**

Greg shared pictures of the new CD Library progress, including painted walls, installed floor tiles, and built shelves. The final costs are pending. Greg will forward to Scott when the tally is complete. The committee is working on a plan to catalogue all the CDs. Troy will discuss this further in his report. Greg then shared the next project to undertake is the bathroom renovation, including replacing windows, floors, and fixtures. The plan is not to spend too much. The committee will look at all this next. The Burke Remote, of the transmitter upgrade, is partially installed. Chris Tracy has been paid for the box and the parts for this. We do not have a bill for the installation yet. Dan put up some homosote by the front production studio one window. Ace temp provided quotes for a mini split system for heating and cooling in the CD and record library. The estimate is \$12,000. The Committee will hold on to this.

### **Savings Account update**

Greg presented savings account balances, showing a total of \$69,585.11 in restricted accounts as follows. Primary expenditures were for the CD library and the Burke remote. We have \$60,000 in a certificate of deposit as well.

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WCUW Restricted Account (15004247914523)								
Summary as of 05/19/25								
Date	Amount (TDI)	Amount (Bequest)	Amount (GWCF)	Amount (Daymarc Foundation)	Amount (Fidelity)	Amount (ARPA)	Amount (Vegan Nation)	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
Statement period end 2/28/25	9,173.95	22,043.28	4,383.42	25,812.46	0.00	85,640.13	1,000.09	148,053.33
Statement period end 3/31/25	9,175.55	20,438.84	4,384.18	23,811.65	0.00	25,644.59	1,000.26	84,455.07
Statement period end 4/30/25	9,176.49	20,440.94	4,384.63	18,647.36	0.00	25,647.23	1,000.36	79,297.01
Interim balance 5/19/21	5,176.49	15,935.71	3,784.63	18,040.69	0.00	25,647.23	1,000.36	69,585.11

Scott shared Arron's reconciliation of the first 3 months of income and expenses. According to this, we have spent \$11,644.00 more than we have received in income for the first 3 months of activity. Scott explained that our budget intentionally projects more income in the second half of the year than the first half of the year but emphasized that we need to do very well on fundraising over the next 6 to 9 months. Scott pointed out that the deficit is despite having blockbuster success with FrontRoom shows and movies and record shop.

## SWOT follow up discussion of moving ahead with Bookkeeper and Executive Director Search Process

Mark presented key takeaways from recent SWOT meetings, including Walter Henritze preface to the SWOT results summary, and emphasizing the need to transform the station into a more business-like operation with a focus on fundraising, staffing, and knowledge transfer. Mark suggested we need to form a small, dedicated group to develop plans for these initiatives, with Scott highlighting the need to create detailed job descriptions and professional packages for potential new hires. Robin raised concerns about the timing of sharing the SWOT summary report, suggesting the board should have seen it before the meeting. The board discussed the urgent need to address fundraising challenges, to

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sustain the station's operations. Scott highlighted the importance of forming a small group to develop a comprehensive fundraising plan, improve on-air fundraising, and address staffing issues, including the need for a bookkeeper and membership coordinator. Robin suggested that the board adopt a conceptual plan from the long-range report before delegating tasks to a smaller committee. The group agreed on the necessity of **prioritizing fundraising efforts**, improving the membership database, and leveraging volunteer work to enhance the station's visibility and community engagement. More discussion ensued on the membership database administration as well as bookkeeping.

At this juncture, a programmer asked to join the board meeting. His name is Bob.

Discussion continued. Robin shared that he believed that we should always design our systems such that volunteers could take them over and implement them. Scott responded that this is exactly what we are attempting.

The board discussed challenges with their membership database software, Exceed/Areva, which is overly complex and needs cleanup. Scott explained that while the software has robust features, it requires professional expertise to properly implement and train volunteers. The board agreed to hire a consultant who understands the software to clean up the database and create a training manual. They also discussed the need to diversify their fundraising efforts beyond on-air campaigns, with Greg suggesting expanding to a global audience. The board decided to create a job description for the database consultant position and reach out to Areva for references from other organizations using the software.

Troy shared his involvement and perspective on the software. He thinks the software is good, but the data needs to be cleaned.

Scott said he will make sure he gets the entire board the SWOT report. John Solaperto said he will arrange for a database expert from Quinsigamond to help with our problem.

### **Front Room, Record Shop, Movies and Gallery Update**

The Front Room reported strong April revenue of \$1,600.20 with Worcester Cinema contributing \$838 and various events generating additional income. A Gallery sale of \$140.00 contributed to the total. Other revenues included in the total were \$40.00 in Gallery tips; \$150.00 from the Science show; \$172.00 in record sales from the Science show; \$230.00 from the Troy Mercy show; and \$30.00 in record sales from the Troy Mercy show. John said May revenues are very good to date. Gail highlighted upcoming events in June, July, and September, while noting positive media coverage in Worcester Magazine for

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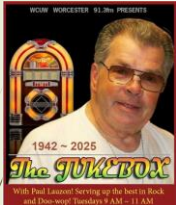

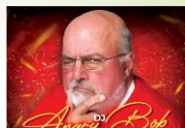
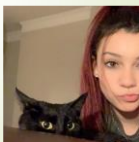

the Tom Hazeltine gallery show as well as the Roger Saloom shoe. Barry Sullivan asked Gail to consider adding promotional materials at Worcester Cinema, though Gail expressed some reservations about the idea. No conclusions were drawn on this matter. It was suggested that we ask Andy to consider this. The board will defer to the FrontRoom Committee's judgement on this matter.

## Grants Update:

Scott reported that Ann and Scott and John did work with Jonathan Leary on submitting a grant request to the Mass Cultural Commission. Jonathan was easy to work with. WCUW is the applicant for funding for "An evening of Music in memory of Paul Vuona, George Wesson and Spider Hansen." The Date will be September 21<sup>st</sup>. There will be two back-to-back shows if demand warrants it. There will be three performances. The performances will be recorded and later mixed and produced for both audio and video. We will not find out whether we will win the grant until September. Jonathan has committed to the fact that he and the recording studio subsidize the event should we not get the grant. The grant request is for \$5,000. WCUW will receive \$750.00 for our efforts and as host of the performances. WCUW will also receive 30% of the ticket sales proceeds. Our chances of getting the grant are not as good as will be next year, because MCC prefers that applicants receive these grants once every three years. We received this event grant 2 years ago for the Dylan festival. The performers include Eric Porter, Peter Ladd, Peter Allard, Joanne List, Chuck, and Mud among many others. Gail mentioned that there is some possibility of doing another show with Joanne List while she is here in Worcester. Finally, Scott suggested we should consider a special event of some kind around this for the Fall fundraiser.

Finally, Gail suggested that we may need to meet as a board more than once per month.

## Ed Report from Troy

WCUW Board of Directors Meeting ~ 05.20.2025	WCUW Board of Directors Meeting ~ 05.20.2025
 <p>WCUW WORCESTER 91.3FM PRESENTS 1942 ~ 2025 <b>The Jukebox</b> With Paul Lauzon! Serving up the best in Rock and Doo-wop! Tuesdays 9 AM - 11 AM</p> 	<p>It is with a heavy heart that we share the news of the passing of one of WCUW's most cherished programmers, Paul Lauzon.</p> <p>Our thoughts and prayers are with his family and the countless fans who have tuned in week after week since the late '90s, savoring the delightful mix of rock and doo-wop that he so passionately curated. His legacy resonates not only through the airwaves but also within our community, reminding us of the vibrant local culture we strive to celebrate.</p> <p>We invite you to honor his memory by streaming the special tribute show, a heartfelt homage to the King of Worcester Rock n' Roll, that his family presented on his last scheduled show.</p> <p>Listen to this special tribute show until June 2nd here: <a href="https://spintron.com/WCUW/pl/20680636/The-Tuesday-Jukebox">https://spintron.com/WCUW/pl/20680636/The-Tuesday-Jukebox</a></p>
	<p><b>Program Changes:</b></p> <p>As shared, Paul Lauzon, host of the Tuesday 9 AM - 11 AM Jukebox slot, has passed on. Angry Bob (Bob D'Armagnag), who is very nice, will step into the slot.</p> <p>Natalie Boland has taken on the alt. Monday Folk show. At 23, Natalie, a musician, actor, and recent transplant from Chicago, is now our youngest programmer.</p>  <p>Photo/design by Barry Sullivan</p> 
	 <p>Open air shift: Alt. Tuesday 7 - 9 pm In The Tradition</p>

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**WCUW Board of Directors Meeting ~ 05.20.25**





**CD Library:**

Work is coming to an end in the CD Library. Again, many thanks to Larry Haley and Dan Hunt for creating new shelving in the CD Library and to Johanna Moquin for the donated stereo setup. Soon, programmers will be able to check out New Releases in comfort!

**CD Library**

**Listening Nook**

**Sorting setup in Record Museum**



**WCUW Board of Directors Meeting ~ 05.20.25**

**Radio Research Consortium  
4<sup>th</sup> Qtr. 2024 Report**

■ **What is a cume?** Cume Persons identifies the estimated number of different people who listened to a station for a minimum of five minutes in a quarter-hour of a reported daypart.

The numbers for the Metro service area:  
Weekly Cume WCUW – 8400 (LY 5200) / Web stream 1200



■ Monday-Friday 6a-10a – 3100 (LY 1,500) / Web streams 400  
Monday-Friday 10a - 3p – 3600 (LY 1,700) / Web streams 1200  
Monday-Friday 3p - 7p – 5700 (LY 4000) / Web streams 700  
Monday-Friday 7p - 12m – 1200 (LY 1100) / Web streams 400  
Sat-Sun 6a - 12m - 3900 (LY 1100) / Web streams 800

■ LY – Last Year

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I'll be out of Worcester County from Thursday through Monday. I'll have a laptop and be available as needed; Mike Warren will be my in-house backup. Lee Griffin will keep an ear to the radio and alert me if required.

Chris Tracy is aware that I'll be away and will work with Mike if needed.





**WCUW Board of Directors Meeting ~ 05.20.25**


**Year-to-date totals:**

Record Sales for Jan to date:	\$ 2,188
Special Events Jan. to date:	\$ 4,681
Movies Jan. to date:	\$ 6,237
Gen. Memberships/Sustainers/Dues	\$18,473
<b>Total:</b>	<b>\$32,579</b>

**Total Unique Donations to Date: 191+**





This will be the first Dylan Tribute that I've not been part of it since 2004!



**WCUW Board of Directors Meeting ~ 05.20.25**

**Financial Overview:**

Checking: \$ 7,261  
==  
Savings: \$ 79,297  
==  
Cert. of Deposit: \$ 60,000  
==  
Due LOC: \$.00



Respectfully submitted  
Troy Tyree  
WCUW  
Executive Director

Bob corrected the spelling of his name in the slide above. His last name is D'Armagnac.  
Troy said he would circulate the Radio Research reports to all the Board of Directors.

## NEW BUSINESS

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Bob had some questions as follows. He wanted to know how much money we have allocated to exterior improvements or repairs. He referred to a humongous tree near the back corner of the building with concerns that the branches may fall and damage the building. Scott referred Bob to Greg Check's infrastructure committee. Bob said he would like to clean the entire back lot out, including scrap metal and other debris. Gail said they consulted a friend who is an arborist. The arborist said that the tree looked healthy, but anything could happen. Bob also asked about the front of the building. He asked if we were going to repaint the signs. He said that he thinks a lot of people do not know we are here. He suggested broadcasting our shows through speakers on the roof. He also suggested that we wheel the records outside and sell them. Bob said the inside of the building is a "gem," but the outside is drab. Bob was then referred by Scott again to the infrastructure committee. Gail said the sign is on our "radar" to improve it. Gail also mentioned using the windows for lighting. Greg reiterated that the committee discussed the front exterior last Fall and that we need to re-look at it.

Greg pointed out that we need the Grants Committee to consider applications for the camera system and the transmitter. Scott said the committee has not submitted capital grants yet as we were distracted by submitting the recent operating grant.

Troy reminded people of the upcoming Greater Worcester Community Foundation. Mark says he thinks he can go.

Finally, Gail shared the details of booking the FrontRoom for performers with Bob. The capacity is approximately 80. Some bands do fundraisers for the station. Some earn 70% of the gate and we keep 30%. Ticket prices range from \$15.00 to 20.00. Bob asked about doing performances at the back of the building. Bob shared again that the debris in the back of the building should be cleaned up.

Prior to adjourning, Mark asked Troy to send him the radio survey information. Troy said he would. All agreed that we should have a special meeting to discuss the SWOT meetings. Bob asked for financial reports. The budget is included in the meeting minutes, all of which are posted online. Scott will be away for a week. He will re-send the SWOT documents in both PDF and Word. Gail then shared an interesting glitch about posting the address of the radio station. Nothing was concluded on this matter.

**Mark Babson adjourned the Meeting**