



## **Board Meeting Minutes**

**8 August 2007**

33 Bridge Street Bellows Falls, VT

---

**In attendance** Rick Cowan, Dot Read, Tony Elliott, Don Malcom, Gary Smith

**Notes taken by** Gary Smith

**Called to order** 7:11pm

### **1. Minutes from last meeting:**

Don motioned and Gary seconded acceptance of minutes from the meeting of July 11, 2007.

Motion carried unanimously.

### **2. Treasurer's Report and Financials**

Brief review of current assets and discussion of upcoming overhead costs. No action taken though it was made clear by Tony Elliott that fall fundraising is needed badly.

### **3. Board Vacancy**

a. Jessica Reeves has submitted her resignation from the board citing her increased work load and offers her regrets at resignation. (see attached.)

b. General discussion of the procedure by which we will appoint a new board member and more specific discussion about the need for an increase in size of the board. A variety of local people were recommended and individual board members were assigned the task of contacting these people to see if they're interested.

### **4. Committee Reports and Staffing**

**a. Programming:** There were three show cancellations in the last month but no indication that this was a trend. In fact there are more than three new shows projected for addition in September.

**b. Future Research on Listenership and Increase Thereof:**

i. There was general discussion of methods to determine the volume of our listenership and demographics.

ii. Gary suggested some sort of competition for show popularity to encourage hosts to promote their shows to the community.

iii. Tony recommended coupling this research with a membership drive so that every call had value either to learn about listeners or tell people about the station.

iv. It was agreed that the Board needs to put tools in the hosts hands to develop their audiences using posters, press releases, contests, other grassroots marketing.

**c. Training:** Four trainees were certified as well as one adult supervisor. Compass School returns to the air and Don will handle all new training and contact with the Compass School. Compass resumes on September 16 and Programming should inform the host currently filling in the Compass slots.

**d. Tech:** Several improvements from tech committee in the last month including repairs to signal mono summing, web streaming, server issues, firewall, and in-studio speakers.

**5. Underwriting:** There was general discussion about underwriting. Tony renewed his commitment to membership-funding and general grants to keep the station solvent and he and Dot underscored their worry that underwriting is a slippery slope to advertising that would undermine our mission. Gary argues that more sources of funding are required to continue the growth and maintenance of the station and underwriting is a common method of achieving that funding. Rick agreed to research the efforts of other stations in this regard. Rick also agreed to research the various organizations of community stations to determine if membership in them is a good idea for WOOL.

**6. Policy on Large Groups In The Studio:** Following up on last month's discussion about our policy concerning groups of people at the station, particularly where it pertains to in-studio concerts & gatherings, it was the feeling of the board that we should retain the current policy of no more than a few people at one time in the studio. Deviations from this policy should be proposed to the board with adequate notice and the board will decide, on a case by case basis, what is best for the station.

**7. Application for a Full Power Broadcasting License:** Further to last month's discussion of the matter of endeavoring to increase the power of the station's signal, Bob Ross presented the following report:

1. Between October 12-19, the FCC opens a one-week window for applications for new spectrum for radio stations between the frequencies of 88.1 and 91.9. This is the first time in six years that new applications will be accepted and will perhaps be the last time in the near future.
2. The procedure for applying for the new license is very complicated and includes requirements for engineering reports, interference studies, and perhaps the services of an FCC attorney.
3. Bob projects the following costs leading up to the application submission, which can only be done online.:
  - i. Frequency Search: \$250
  - ii. FCC Attorney: \$300-\$500
  - iii. Interference Study: \$750
4. If we are successful in the application process, we will have a certain period to complete our move to a new signal and power. Bob estimates this as four years.
5. The application submission and approval process may take as long as three years.
6. If we succeed with the application process and move to full power, new equipment will need to be purchased to augment our current transmitter; this might cost as much as \$10,000.
7. With a Full Power signal, our station might reach well beyond Keene and Brattleboro, exponentially increasing our potential listening audience to perhaps 150,000 people.
8. A preliminary search by Bob of frequencies available in our zipcode gave evidence that such frequencies are available.

After long discussion of the pros and cons, the board agreed unanimously that pursuing the application was desirable. Gary motioned that we submit this application. Tony seconded. Motion carried.

Bob asked Gary to help review the materials and coordinate the application procedure with Bob.

**9. Date of next meeting:** To Be Announced. *(Subsequent to this meeting, just for information, it was proposed that the board meet on Thursday, September 6, at 7pm.)*

**10. Motion To Adjourn:** Rick motioned, Tony seconded. Motion carried. Meeting adjourned at 9:25pm.

August 1, 2007

Board of Directors  
Great Falls Community Broadcasting Company  
d/b/a WOOL  
33 Bridge Street  
Bellows Falls, VT 05101

Dear Board,

I am writing to inform you of my resignation from the Board of Directors at WOOL,  
effective as of the date of this writing.

Upon careful consideration, I have come to the conclusion that I do not have the time to  
give to WOOL to make what I feel would be a substantive contribution.

Sincerely,

Jessica Reeves