

WEFT Board of Directors Meeting
Open Session
 January 25, 2016, 7:00 pm
 Lincoln Building, 44 E. Main St., Champaign
 Rm 421

	Board Members		Guests
x	Vicki Niswander, chair (via phone, non-voting)	x	Doug Olive
x	Al Kurtz, Vice Chair (Acting chair)		
x	Mark Niswander, Secretary		
x	Sandra Ahten, Treasurer		
x	Barb Trumpinski-Roberts, at-large		
x	Andrew Cardinal		
x	Don Davis		
x	Robert Gattermeir		
x	Lori Serb, SM (ex-officio)		

1. Call to Order – 7:00 by AK
2. Introductions – Not applicable.
3. Approve Agenda – SA requests Treasurer’s report be item #7 and RRT report item #8. BTR moves. DD seconds. Acclamation.
4. Public Comment – None.
5. Approve minutes from last meeting (12.21.15)
 - A. Open session -- BTR moves. AC seconds. Acclamation.
 - B. Closed session -- BTR moves. AC seconds. Acclamation.
6. Treasurer’s report – SA presents request for accounting software change from Account Edge (AE) to QuickBooks (QB). Motion by SA to purchase QB and convert from AE up to \$495. Second by RG. Acclamation.

SA presents 3 options for new bookkeeper. BOD discusses plusses and minuses of each. SA moves to accept option #2 (CPA consult @\$120/hr + bookkeeper contractor @\$35/hr + office administrator @\$15/hr = approximate estimate of \$6900/year). AC seconds. Acclamation.

Winter appeal letter has brought in approximately \$8000.

SA presents 3 options for saving money on credit card donations. BOD discusses plusses and minuses of each. SA moves to accept option #3 (Use DonorSnap software as integrated gateway that has service fees of \$13.60/month + 2.15% plus \$0.25 transaction fee) Example: On a \$90 donation, transaction fee would be 2.375% or \$2.14). MN seconds. Acclamation.

7. RRT Report – SA and VN present. See attached report. BTR moves to purchase DonorSnap software with ConstantContact for \$1300/year. Expenditure is compensated by the estimated savings of administrative assistant time at \$13/hour for 100 hours. AC seconds. Acclamation.

VN moves to increase the Office Administrator (Megan Rushing) hours from 20 to 40 hours/week until the next BOD meeting provisional on her performance. SA seconds. Discussion: Money for this is allotted in the budget but earmarked to begin in March not February. BOD asks for weekly report via email of tasks accomplished. Acclamation.

8. Reports (All standing reports should be provided in written form at least 48 hours in advance of the meeting)
 - a. Station Manager Report – LS provides verbal report. Furnace serviced for \$60. Snow must be removed from sidewalk within 48 hours. Working on back studio.
 - b. Committee Reports (PC, Music, Building, Engineering, PR, Finance, Digital Library, HR, Community Shares, Underwriting, Pledge Drive)
9. Old business -- None
10. New Business
 - a. Employment of Bookkeeper – Completed earlier in meeting.
 - B. Bookkeeping Software -- Completed earlier in meeting.
 - C. Goals for Pledge Drive – BTR moves to set goal for Spring 2016 pledge drive at \$40,000. MN seconds. Acclamation.
 - D. T-shirt design request for payment – DD moves to reimburse selected artist with 2 free WEFT T-shirts of his/her design. AC seconds. Acclamation.
 - E. Job description for volunteer pledge drive coordinator – LS will provide a list of tasks for the volunteer pledge drive coordinators to do during their shifts. Coordinators will consist of BOD members and other volunteers.
11. Fundraising – we are planning on recording listener testimonials to be played during the pledge drive. Testimonials can be made via voice mail then converted to MP# file for broadcast. Cost \$13/month. Theme: “Show Us Your Love”. MTD request made to post signs inside MTD busses at no charge.
12. Closed Session, personnel – AC moves to go into closed session. BTR seconds. Acclamation.
13. Adjournment – BTR moves to adjourn. SA seconds. Acclamation.

Action Items		
What	Who	When

Future items:

Bylaw compliance and possible revision

Board job descriptions

Board Training

Digital Library Committee Report to the Board – January 2016

Training of several Digital Library Committee volunteers continued throughout December as the DLC has assumed the responsibility of submitting WEFT's quarterly Sound Exchange Report. The 4th quarter 2015 report was submitted well in advance of the January 4, 2016 deadline. It typically takes NPR Public Interactive three to four weeks to process the numerous reports they receive from over 500 radio stations and announce the results. Thus we are still awaiting word whether WEFT's report met all the requirements and will be listed as "Complete".

The quarterly collection of tracks ripped to high quality mp3 format has been done and the files have been added to the Digital Library external hard drive. We now have approximately 6500 CD's and EP's in our Library and over 78,000 tracks. One estimate was that this may be close to 15% of WEFT's CD collection. It is an increase of over 13,000 tracks from the previous quarterly collection. A spreadsheet listing all the CD's in the Digital Library is on the DL's Google Drive; https://docs.google.com/spreadsheets/d/1i-3jlpYGoLd3_hlrIG1_3_t34A_0lVJhZ9HeDbOmGhA/edit?usp=sharing

As 2016 began The DLC and WEFT Web Team created new versions of WEFT's Public Affairs pages and new directories on the web server. The existing web pages now contain links to 2016 shows and the new pages now contain the links to the older 2015 shows. The new directories on the web server allow us to maintain a cleaner directory structure of our audio files. We continue to upload audio files and update webpages on a regular weekly schedule.

At our December meeting we continued discussion among our members and included the input we've received from other WEFT volunteers about repairing some of the problems in WEFT's Back Studio. We also discussed ways the DLC may take advantage of various interns, using their talents while also enhancing their career goals. Committee members continue discussions with local archivists to preserve WEFT's rich history and share it with the public on our website as part of the Media Preservation Project. We coordinate with the WEFT Web Team to make this happen. Several computer projects including the replacement of the streaming/recording system in the Great Hall are on hold while we focus on higher priority projects.

Bob Paleczny

Digital Library Committee Chair

Treasurers Report 1/25/16 by Sandra Ahten

I -- Moving from Account Edge Software to Quickbooks.

Our bookkeeper Jeff Machota resigned on 1/16/16. He uses a program called Account Edge (AE) that was purchased by WEFT in 2014 for \$400. It resides on SM desktop computer and Jeff accessed it through VPN. (This is all news to the RRT who believed that Jeff used it on his own computer.

The Accounting firms that I spoke with had no experience with AE.

So we are going to have a learning curve with paid to help us learn all functionality we need in order to continue with AE. Though in actuality WEFTs books are not that difficult to comprehend and Megan, VN and I with the help some consultation can probably stay current with regard to most basic functions, including the upcoming payroll.

We need to decide if we should move to QB from AE

Reasons for:

1. Both recommended CPA firms as well as a bookkeeper who I trust and who would consult for \$35/ hour are familiar with QB and have no knowledge of AE.
2. The donor software that seems we will likely use integrates with QB.
3. We also hope to use QB for invoicing our Community Partners in the future and since that has not been done in the past from AE (to our knowledge) we might assume that it can't be done... but we know it can be done in QB.

Reasons against:

Cost to convert files would be \$275

Cost to purchase QB would be \$220

I. New Bookkeeper

Tasks:

Payroll, including payroll taxes; AP; AR -- including deposits; and working with the database manager (Office Administrator) on any discrepancy between donor records and online deposits; Balance checking and debit/credit; Run P&L and Balance sheet monthly, Pay payroll taxes.

Previously paid JM salary of approx \$5000 per year

**Option One – CPA+ Accounting Firm doing bookkeeping in our office 2 x per month.
= approximate estimate of \$6,600-6720 per year.**

Currently Kelly's accounting does this for IMC at \$550 per month. Or local firm Stephens and Still will do for \$50 per hour (estimate 9 hours per month, plus one hour of CPA consulting = \$560 per month)

I estimate that we should be able to accomplish these tasks in 4 hours every other week. Total of 8 hours per month and then 8 extra during our pledge drives.

Option Two = CPA consult @\$120/hour + Bookkeeper contractor @\$35/hour + Office Administrator @\$15/hour = approximate estimate of \$6900 per year.

Use an accounting service (Stephens and Stull) to get us set up to do the accounting using bookkeeper

contractor @ \$35/hour who would then train Office Administrator with oversight by Stephens and Stull.

2 months \$120 x 2; \$35 x 10; \$13 x 20

10 months \$120 x 1; \$35 x 4; \$13 x 20

Benefits: (1) 3 people know our system inside and out. (2) I know we could get this done, even though we are starting during busy tax time, which they are not sure of if we hire Kelly's.

Option Three – Any other suggestions for firms you want me to investigate?

III. Budget and Payroll

I am most concerned about getting the new accounting system up so that we don't miss payroll and secondly so we can see where we are in our budget.

IV. Winter appeal letter = approximately \$8000.

IV. Accepting Credit Card Payments

We currently accept credit card payments at Paypal. Per Lori, this costs us 4% per transaction.

This is fine for online donations. However when someone calls in with a credit card number we go to Paypal ourselves and in essence pretend to be them and put their cc information in.

Option One -- stay with PayPal

JM has said this arrangement with PayPal works about 90% of the time. When it doesn't work is when they already have that cc in PayPal's system. It also is cumbersome for ongoing payments as we don't get notified when someone stops making payments to us (obviously... because PayPal doesn't recognize that we are part of the loop).

Option Two – Use our bank

I have explored using PNC as the payment gateway as well as their cost is 3% average transaction fee plus \$15 per month service fee. Disadvantage is not being able to do recurring payments.

Option Three -- Best option (if we go with Donorsnap) is to use their integrated payment gateway that has service fees that amount to \$13.60 per month and then a 2.15% plus 25 cent transaction fee. (on a \$90 transaction that would be 2.375%)

TIF funding per Terry Blakeman of City of Champaign

I checked with city of Champaign, they currently don't have any TIF funding for second floor work, but might have that as early as July. We can get sales tax waived for any building materials we use through and Enterprise zone tax waiver.

PNC – I met with PNC and it is unlikely we can get a line from them with our current financials. We could find a person willing to co-sign who might be willing to pay if we default and we would have a side contract with him about ownership should we default. Or we can have positive cash flow for a year and then they might reconsider. Rob Lewis also provided me with the name of a community organization of bankers who might help if we were creating jobs in Champaign.

Interns

We are working with the LAS College of Communication and have hired three interns (though one of them decided it was not a good fit right away. The two that we have are

1. Social Media (Laurel) reporting to Megan and being directed by Megan and Chelsea. and
2. Podcast production and promotion (Willy) primarily being directed by Sandra and Bruce and reporting to Megan.

In addition we have two applicants for summer already and both of them want to start volunteering now in hopes that we will choose them for a future internship.

UC – Marketing Analysis Class

They will be working with us for the entire semester starting 1/26/16.

IMC & Public Affairs Production Capabilities

VN and I met with the IMC to discuss the possibility of collaboration on Urbana Art Grant as well as sharing programs and sharing production resources toward creation of news/public affairs programming.

~~ We are moving ahead with the grant which is due 2/12/16.

~~ IMC and WEFT volunteers are meeting on 1/28 about sharing equipment. To make short and long term goals. We have \$1000 from an anonymous donor to help with the short term goals.

~~ WEFT and IMC is meeting on 1/29 to talk about the content of the news/public affairs production. (although we lost our intern who was going to be getting this rolling.)

UNDERWRITING

The new underwriting material is ready to be printed. With Megan's help our goal is to stay one month ahead of "collections" and to make 10 new contacts per week.

New Organization of Station

With input from NFCB and looking at the organization of other stations we have come up with a possible way the station could be reorganized with the RRT acting as "General Manager of Development" until it can be a paid position. Likely it would be a position that would require a salary of \$45,000 per year in order to attract the right person for the job. We will have to look at the costs of the other positions and when they can be implemented.

SOFTWARE PROPOSAL

VN found a donor software through the NFCB listserve that other stations were using and recommended. This software is called Donorsnap. This software would allow us to interact with Constant Contact so that we could communicate in a positive way with future, past and present donors, and Community Partners via email. It would allow us to integrate social media messages as well as get the Wireless Revue to a growing list (through having attractive signup forms).

The software also integrates directly with Quickbooks so that we do not have to do double entry of every donation. (Currently it was put in both FMP and Account Edge... both having to be entered manually after it was received at PayPal). This would have no manual entries if it came in through the web.

It also integrates with a Merchant payment gateway, as I outlined in the treasurers report.

All of these programs/ integrations are based on the number of contacts in the database and the number of transactions.

The payment gateway would be cheaper than PayPal (up to about \$1000 per year if we take \$50 worth of donations online)

The Constant Contact and Donorsnap together would be about \$1300 per year. Our cost savings at \$13 per hour would come if we could save 100 hours of input and balancing accounts. Given the difficulty that the SM and bookkeeper reported in this task I don't think that is unreasonable to assume this would be a wash.

Initial cost of QB is \$220 plus the conversation cost of \$275.
I'd like approval to move ahead with these software changes.

More definition with Megan's job Description

As we have come to find out Megan's abilities and have been able to further define what she is to be doing at the station, it is more appropriate for her to be Station Administrator and not "Administrative assistant" which implies that she is primarily doing clerical work.

In addition would the BOD to approve to have her work 40 hours per week instead of 20? Since there has been disruption with the other staff and it is the only way we are going to be able to free the RRT up enough to actively pursue other funding and grants while being as involved as we need to be to ensure a successful pledge drive. We have an anonymous donor willing to fund this additional 20 hours for 8 weeks (to get us through pledge drive and the software transition.) \$2080.

Organizational chart discussion

General Manager of Development

Strategic Planning (with Operations and BOD)

Develop and implement strategic plan that includes responsiveness to the community (including listeners, donors, associates, volunteers) in such a way that the station is (a) sustainable financially while (b) extending itself to bring in new listeners, donors, associates, volunteers and (c) satisfying existing listeners, donors and volunteers. Work with the programming committee and volunteer coordinator to develop and implement such a plan.

Budget Planning (with Operations and BOD)

Fundraising

Grant research, writing and administration including establish procedure for collecting data on who we serve (including in-studio guests, listeners, airshifTERS, organizations)

Event Planning

Annual fundraising calendar as it works with the Strategic Plan

Donor Relations

Underwriting

Pledge Drives

HR (with BOD and Operations Manager)

Interviewing and Hiring for Office Administrator

Interviewing and Hiring for Volunteer Coordinator

Maintain a public file, as per FCC regulations on a quarterly basis

Work with accounting firm to ensure all bills are paid, taxes filed. (with BOD)

Work with accounting firm for end of year audit.

Investigate and procure necessary insurance.

Operations Manager

Overall plan for building maintenance, upkeep and developments with reports to BOD monthly.

Negotiations of leases. Purchase, maintenance, scheduling of all electronics (transmitter, studio equipment, computers, printers, copiers, tower rental, utilities, etc.)

Oversite of website, app and all digital concerns: Coordination between staff needs, committee needs, contracted web developers, volunteers, interns and implementation committees (currently "Web" and "Digital Library" committees).

Oversite of automatic programming (Zara)

Oversite of accurate reporting to (Spintron)
Budget Planning (with General Manger and BOD)

Volunteer (new member/ listener) Coordinator Job function

Develop and oversee internship program.
Coordination between interns and staff or committee heads.
Ensure accurate performance and policy adherence records of airshifter are available to Programming Committee for decision making.(*)
Meet with all working groups to assess station needs
Recruit new volunteers (with PR committee)
Social Media for engagement with potential volunteer (liaison to PR committee)
Create Volunteer Board (Organize needs of stations and availability of volunteers.
Create and organize Sub Board (liaison with PC)
Establish and maintain regular volunteer trainings including (but not limited to) Airshifter training (liaison with PC for airshifter training)
Prepare report of volunteer hours and other pertinent data for grant writing.

Office Administrator

Maintain Database of all donors, potential donors
Execute and record all financial transactions including AR/AP and Payroll
Responsible for station mail
Pay bills
Oversee all mailings
Distribute mail including email
Initiate and maintain email and list serves
Overseeing HR files in compliance with state and federal regulations
Research new software as needed for all station functions.
Write and organize all procedures for station (*)
Maintain and update day sheets and monitor and correct completion of operating logs (*)
Procure and make supplies available.
Ensure a clean organized working environment throughout the WEFT premises.

**WEFT Program Committee Meeting
Tuesday December 8 2015 7 PM**

Report for Board Meeting 12/21/15

The program committee welcomed new member Robert G. to the PC

There are a few openings for new shows/additional airshifter for collectives, but the grid is nearly full during prime time. There will be some changes beginning Jan 1

The program committee discussed the need for more members and members were asked to recruit possible members to be elected at the Dec Board meeting (2 vacancies can be filled by the board)

The current program committee is:
Barbara Trumpinski-Roberts, chair
Denise Curia, secretary
Greg Harris
Rich Bressler
Britta Lang....
Robert G...

Sandra presented her podcast proposal and the committee listened to the sample drop-in done by Amy Hassinger. The proposal was discussed and provisionally accepted as is and the committee made suggestions.

We discussed:

- Day Sheets (seem to help some airshiffters, some aren't paying attention.)
- Airshifter Accountability Survey (needs more consideration before it is given to the airshiffters)
- PSA's (The PC needs to work with Lori to keep the PSA box up to date with fresh events and make sure we are announcing local events)

Next meeting we will be

- reviewing the PC Standard Operating procedure
- talking about the airshifter contract
- reviewing the exemption form for airshiffters
- Discussing PC duties and responsibilities
- Discussing going back to 2 meetings per month

The next Programming Committee meeting is January 12.