

Meeting for day of combined April/May meeting (May 9, 2017)

Call to Order at 7:12 pm

Attending: Jermaine Raymer (JR), Todd Hunter (TH), Amanda Eisemann (AE), Vicki Niswander (VN), Denise Curia (DC), Andrew Cardinal (AC)

Guests: Robe Guenning, Brian Dunn, Drea Adras, Baub Alred

AE moves to place finance report in closed session at beginning of board meeting.

TH moves to add elections (Treasurer) to agenda

JR moves to discuss not being able to enact membership meeting

AC moves to approve modified agenda, TH seconds, acclamation

Closed session begins at 7:18 pm and ends at 7:48 pm. VN is no longer present.

JR brings up 3-month projection in treasurers report.

AE has assessed all vinyl for purposes of sale. She has had assistance from Gabriella Stuardi and Travis Hall. Possibilities of efficiency apartments to rent out? Possibly raise sale value of building if it comes to that? Can we simply sell the top floor? Rent as meeting space?

Public comment and resulting conversations begin

Robe mentions Larry Williams sold all terrestrial radio and is online only. Ask him how it went?

What are the complications of selling 90.1 FM? Would we still be WEFT? Would we have to remain in Champaign?

Reopening renovations opens us up to compliance regulations for Illinois codes.

DC asks if we're paying for the Grateful Dead Hour. WEFT does not, as a local collective pays for it. Can we perhaps tap their fundraising abilities?

Baub notes that underwriting is being improperly done over the air. He would like to see more stringent enforcement of that and membership dues. In addition, he believes we could get more underwriting by improving the quality of relevant scripts, drop-ins, etc. TH adds that expensive consultants waived fees to advise us on matters such as this. Most of their advice was ignored, as it was perceived as outlandish.

AE and Baub would both like more attention for website. Scripts that autoupdate off of show webpages?

Underwriting pricing: Option 1 (104 announcements) \$497. Option 2 (Rotational, 200-400) \$994. Option 3 (Podcast, Varies) \$1491

Robe brings up many publicity ideas, including a new mascot to try at the Farmer's Market. Quad Day is brought up at this point by AE.

Brian Dunn questions whether or not he and Lainey Emmons are utilized properly

Station Manager report is on hold, alongside approval of minutes.

Elections

JM (actually JR) steps down as Board Chair and runs for Treasurer (Result 5-0), successful

TH runs for Board Chair (Result 5-0), successful

DC runs for Vice Chair (Result 5-0), successful

Election mailings are coming up. We may not be able to afford the bulk mailing. Bulk mail may only cost \$200. By-laws may allow for an entirely electronic mailing. Discussion ensues.

JR says that Center City Partnership would like WEFT to renew their membership. Have we taken advantage of this? Cost is \$100. Vote Yes 5, No 0.

Brief discussion of Donorsnap. Shall we dispense with it? Good replacements are out there.

Date for special meeting? Agreement that it must happen before June 7th, but cannot finalize.

TH moves to adjourn. AE seconds. Acclamation.

Meeting ends at 9:10 pm.