

WEFT Board meeting 8/28/2023

Meeting began at 7:06 p.m.

Attendance:

Not present: Craig, Barb

Nothing to add to the agenda.

Agenda:

Mark motioned to approve the agenda; Jim seconded; unanimous.

Minutes of previous board meeting:

Mark motioned to approve last month's minutes; Bob seconded; unanimous.

Station Manager's Report:

(A) New underwriters

(1) Live Action Games (next door to WEFT station)

(2) Visit Champaign County

(B) Summer Appeal

\$6,600 from summer appeal, more than the \$2,500 target.

[C] Profit sharing from local restaurant

(Received) \$95.00 from Monicals

(Pending) Next one will be 4 to 8 p.m. 9/16/23 at Marketplace Panera.

(D) Building improvements

(1) Handrail has been installed.

(2) Getting quotes for removal of excess electrical wires upstairs.

Chairperson's report:

Statement appreciating work of the volunteers while chair is on vacation.

Power supplies:

Power supplies not yet arrived. They will be delivered to the station, and Bob will run them to the transmitter. When they are installed, it will mean estimated 3 hours off air.

Treasurer's report:

(A) Nothing extraordinary this month. However, Mark will need to fix the line for summer appeal. In the report, he had pulled in \$8,900, the spring appeal amount, instead of \$6,600.

(B) Overall, we had budgeted 80K income for FY23; actual amount was \$160K. Reasons:

(1) Budgeted for full year of station manager but did not hire Eric until some months into the year

(2) Realized proceeds on sale of stock. (about \$8700)

(3) \$39,000 anonymous donation

Thus, according to Vicki we have a surplus instead of the expected \$35K deficit.

Jim asked how we would compare to budgeted without the stock sale and large donation. However, this has not been calculated.

NEW BUSINESS

(A) Folk and Roots want to trade the \$500 level of their sponsorship for WEFT sponsorship (in kind). WEFT would get from Folk & Roots in connection with their October festival: - Logo in their programs as a sponsor; One advertising banner (last year this was behind the Rose Bowl stage!); Four arm bands to Folk & Roots.

Folk & Roots wants the following from us: Underwriting announcements, just for about 6 weeks before the fest, not all year, Mentioning in PSA's, An interview on WEFT. Because it is a trade, no money is being spent, did not need vote. Eric will get back with them that we also want four T-shirts, because that was included in the package last year.

(B) Rotational underwriting

Eric questioned what we should do when approaching the limit of underwriting announcements. Currently, underwriting announcements are once per hour "This hour of programming...." However, the agreement is based on number of announcements (14 per week), not the amount of program time. There is the option to switch to two announcements per hour and change the accompanying statement to "Brought to you in part by...." . It was decided to discuss with Financial committee meeting 2nd Wednesday of September. This is good timing, because the underwriting brochure is due to be redesigned. In the meantime, we will NOT cut off at 10 underwriters.

Another item related to rotational underwriting is that Jeff Zolitor has expressed interest in getting involved in finding underwriters. He is experienced in this. In California, he got 10% commission and packages were often 4 to 6K. He has been made aware that our underwriting packages are smaller, and unsure if there would be commission, but Jeff is still interested in talking with us even if there is low or no commission. Jeff has a show Monday nights. But maybe could come Wednesday. It was pointed out that we do have history of paying commissions in the past.

[C] Grassroots broadcasting conference

Board members had asked Eric's thoughts on the conference and if he was willing to participate (Yes). Conference is for independent, community, and college radio stations. Has workshops, panel discussion. Panel chair is Amy Goodman of Democracy Now. Eric pointed out that it is also an excellent opportunity to meet sponsors such as Broadcast Tool & Die,

and make personal connections there, because we do business with such people. There is a 50% off scholarship, and with hotel, car, and food, Eric submitted proposal of \$687 for the 3-day conference. Some would come from this fiscal year's budget, some from next.

Vicki move to approve his attendance; Audrey seconded; unanimous.

Committee reports:

Committee reports are in the Google drive

Other:

(1) Comcast contract has been settled and signed. They will rent modem to us for \$19/mo instead of free, but the total amount is still the same.

(2) Bob thinks AT&T bill finally resolved, shows as \$0 (they took about \$900 off). However, logging in to make bank payments to AT&T doesn't work yet.

ACTION ITEM:

(3) Re Ameritrade transition to Schwab, we need to set up separate account for WEFT, preferably using WEFT's FEIN. However, this needs to wait until transition is complete.

Meeting adjourned at 8:11 p.m.