

WYOU BOARD OF DIRECTORS MEETING
TUESDAY, October 25, 2011 • 6:30 – 8:30 P.M.
MAIN CONFERENCE ROOM, SOCIAL JUSTICE CENTER • 1202 WILLIAMSON ST.

A. OPENING

1. Call to order at 6:30 p.m.
2. Roll call

Present: Patrick Garvey, Michael Haven, Heidi Johnson (left at 7:16 p.m.), Johanna Johnson, Brenda Konkol, Luciano Matheron and Rick Richards.

Absent: Bill Brehm, Sean Bode (LOA).

AGENDA ITEMS

1. Budget

Rick Richards emailed a copy of Cash Flow as of October 24, 2011 to the board and provided an update. He said for most of the year, WYOU has had income of about \$2600 - \$2900 per month. But, September was very poor, with income of \$800. WYOU needs to put more effort into Media Services and Fundraising. Currently, the organization has brought in about 110% of what was budgeted for the year and spent 108% of expenses. This was due to unexpected expenses (unemployment insurance). Summary: The 2011 budget projected \$36,000 in spending and about \$39,000 has been spent thus far.

Action Point: Rick will prepare a budget worksheet for 2012 and bring to November board meeting.

2. Membership Fees Structure

Board discussed revamping membership fees and membership category status. One proposal is if a volunteer does x hours in a year, they would qualify for free membership the following year. The number of volunteer hours to qualify was based on 100 hours, which works out to about 2 hours per week. Another option would be if a volunteer does 50 hours of work a year, then s/he would qualify for half off of membership dues (\$25).

Local members who produce shows for WYOU to air would also qualify for volunteer hours.

Issues for clarification include: When would hours start being tracked? How would they be tracked? Sign up sheet in the office? Through a Google Doc? Would they be tracked weekly and signed off by someone?

- Redefining membership structure for out of state members?
Consider changing terminology for out of state members to "sponsor" if they are request to air a show on WYOU.

- Examine how much non-locally produced content the station will air and procedure for requesting a program be aired. For example, threshold might be 20-25% non-locally produced or non-locally sponsored programming per month.

Define terms local and non-local. How often must producers or sponsors provide new content without having to vacate established time slot? Provision to allow board to approve a monthly schedule that exceeds established limits for non-locally produced programming.

Action Point: Programming and Executive Committees will meet on Sunday, Nov. 13. A proposal on the membership fee structures will be presented to the board at the December meeting.

3. Annual Meeting – Preparation

The board set the date for the Annual Meeting on Monday, February 27, 2012. The time of the meeting is 6 – 8 p.m. Location to be determined, but the Cardinal Bar is one possibility. Board needs to start recruiting candidates to run for seats that are up for election in 2012. These include seats held by: Luciano Matheron, Rick Richards, Michael Haven and Patrick Garvey. Additionally, there are two vacant seats.

Skill sets that would complement and strengthen WYOU as a whole include financial experience, legal experience and fundraising experience.

Notification of the Annual Meeting and ballots must be mailed 30 days in advance of the Annual Meeting, which puts the mailing date at the end of January.

4. Wisconsin Uprising Archive and Fundraiser

Luciano Matheron reported on the status of the Wisconsin Uprising Archive and a fundraiser that is scheduled for Tuesday, November 15th at the High Noon Saloon. Volunteers with the archive have met with faculty at the University of Wisconsin –

Madison Communication Arts Department and now have an idea of equipment needs. A dedicated server and storage space is in the ballpark of \$1500. Money raised at the fundraiser would go towards this equipment.

Luciano asked for a line item for the Wisconsin Uprising Archive to be added to the budget. The board would be required to vote to authorize expenditures

Action point: Any money made from the November 15th fundraising event will be placed in a segregated fund only to be used for the Wisconsin Uprising Archive. Motion unanimously passed.

Board discussed promoting WYOU at the Nov. 15th fundraiser. Board members volunteered to prepare the following informational materials:

- Volunteer opportunities with WYOU – Michael Haven
- What WYOU Members do/How to become WYOU member – Rich Richards.
- Value of WYOU in the community – Patrick Garvey

Meeting adjourned at 8:17 p.m.

Next meeting is Nov. 8th at 6:30 p.m.

Respectfully submitted by Johanna Johnson