

WYOU BOARD OF DIRECTORS MEETING
TUESDAY, November 8, 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 (left at 7:50 p.m.), Michael Haven, Heidi Johnson (arrived at 6:50 p.m.), Johanna Johnson, Brenda Konkel, Luciano Matheron and Rick Richards.

Absent: Bill Brehm, Sean Bode (LOA).

AGENDA ITEMS

1. Budget for 2012

Rick Richards distributed a budget worksheet for the board to begin working on. Three areas for concern in 2012 are: Outside Contract Services, Equipment Upgrades and Fundraising.

A). Outside Contract Services. This line item includes paying someone (currently Robert) to teach classes. At Robert's current rate and number of camera and editing classes being offered, that is about \$1800/year. Need two students enrolled per class for Robert to be paid and for WYOU to make money. Part of this discussion centered on the decision of whether to continue to have the camera and editing classes listed through UW Mini Courses. If WYOU has classes listed through the Mini Courses, even if there is one student enrolled, WYOU has to offer the class. Instructor is paid, but WYOU does not generate income. New equipment and editing software could help generate income. However, there is a challenge in generating interest in classes when the editing software is three generations old.

The proposed class dates are:

Videography: 2/16, 3/22, 4/19 & 5/24

Editing: 2/23, 3/29, 4/26, 5/31.

Additionally, Robert is currently performing automator duties. Depending on how long he stays in the position, the amount of money that should be budgeted for Outside Contract Services could be about \$5000.

Rick Richards raised a concern for WYOU to be aware of. The organization currently has a negative reserve fund for unemployment insurance with the State of WI.

The insurance fund was depleted when two employees prior to Barbara Bolan's tenure as Executive Director were laid-off, and then the fund was drained when staff was laid off at the end of 2010.

If WYOU is ever in a position to hire staff, a small percentage, in addition to whatever is assessed for having an employee, will have to be paid back. This is a future cost for the organization to be aware of.

Rick suggested budgeting \$6500 for Outside Contract Services for 2012.

Brenda Konkel suggested budgeting \$3420 for this line item, which would cover expenditures through June. It will also help motivate the board to find and train a volunteer to do automator duties and add urgency to fundraising efforts for 2012.

B) Equipment Upgrades.

No item in budget worksheet yet for camera upgrades and reconnecting the signal.

For 2011, the category is Repair and Maintenance, which was budgeted for \$2,000. Currently, about \$800 has been spent in 2011.

Brenda suggested leaving the line item as is for right now, and target an amount for fundraising in 2012.

Michael Haven asked about a line item for purchasing new equipment. Rick said he can add in a line item with \$0 for right now.

Brenda said she thinks the Bylaws might reference a budget for the Tech Committee. This is a point for follow up.

- Since the board meeting on 11/8, Rick reports the Bylaws do not address budgeting for technology or equipment. The Standing Rules only refer to this topic in the section detailing the responsibilities of the Technical Committee. The relevant section:

Section 1.60: Technical Committee (Modified Feb 21, 2009, to conform with new language at Article 1:Creation), (Modified Jan 25, 2011)

Committee duties shall be to:

- (1) solicit ideas from users of WYOU as to what needs exist for equipment (including office equipment as well as video and audio equipment) and infrastructure (such as wiring and ventilating);
- (2) assign priorities to the identified needs based on criticality to WYOU operations, number of people affected, and estimated time to failure;
- (3) investigate various alternatives for meeting the described needs, including the costs and benefits of each alternative;
- (4) annually present to the Board of Directors for its approval a recommended plan of equipment acquisition, in rank priority order, which accounts for no more than 75% of the amount appropriated for such purposes.

Repair, Maintenance and Purchase of Equipment would be a line item for 2012.

Question was asked about battery purchase and how it was accounted for in the budget (for follow up).

C) Special Event Fundraisers

Critical for 2012. As the budget worksheet stands now, it looks like WYOU can project about \$33,000 - \$34,000 in expenses. In 2011, the station brought in about \$26,000 of income through camera rentals, classes, DVD purchases, membership dues, donations and media for hire services.

Camera rentals, classes, DVD membership dues and donations accounted for about \$14,000, which either matched or exceeded what was budgeted. Special item sales and fundraisers were the weak items.

In 2011, underwriting, grants, studio rentals were budget for \$0 and brought in \$0.

Rick will fix up budget worksheet and bring back to the board in December. Other items for change: Cut office supplies in half to \$600. On the Repair & Maintenance of Equipment line, keep the dollar amount budgeted large for "just in case" scenario.

Media Services line: Rick said he isn't certain what income the category can generate. He's reluctant to budget a high amount because WYOU hasn't brought in any media for hire income since June. He said he thinks the jobs came in from contacts the staff made. \$2500 - \$3000 might be a reasonable amount to budget. Outreach could begin with past media services for hire contacts,

To maintain current 2011 expenses in 2012, WYOU needs to raise \$19,000.

Michael Haven suggested a big garage sale of items that are in the storage facility and in basement storage at the SJC. Brenda said she estimates the value of items in the two locations could be about \$3,000. Of this, \$1200 is the lights (and control panel). Local theater companies had expressed interest in this equipment, but there has been no follow up as they worked through their organizations.

Membership Drives as income generator

WYOU currently has 92 paid members. A number of memberships expired in the fall, around September.

The Wisconsin Uprising Archive event at the High Noon Saloon on 11/15/11 will be an opportunity to raise visibility of WYOU and promote membership.

Revamp membership structure and membership categories for people out of state.

The board discussed budgeting the following amounts for categories:

Sales: \$3,000

Fundraisers: \$5000

Media Services: \$2500

Out of State Members or Sponsors: \$1000

Points for follow up: How many out of state members are there? Check on what programs have paid memberships. Rick will meet with Robert in December to update where shows are coming from, who is current member.

Programming Committee will meet on 11/13. One of the topics for discussion is the membership charge for out-of-state members. One issue might be changing the membership category to sponsor if the member is requesting material that is not produced in Wisconsin. The board discussed charging sponsors \$250 a year to air non-locally produced programming. This would have the potential to raise an estimated \$3000.

The board also discussed a couple of initiatives for outreach and programming development that are currently being explored and developed. Luciano Matheron said it would be helpful to set the expectation at the outset that WYOU is looking for opportunities to raise money for the organization. Brenda Konkel said WYOU needs to build relationships. These opportunities are with groups that have larger membership bases and would enable people to see the value of WYOU for their groups and the

community at large.

A quick calculation of budgeting items as discussed above totaled to about \$6500 of income. WYOU would be about \$6000 - \$8500 short. In 2011 fundraisers brought in \$2500.

Next step for fundraising is for board to come up with plan of specific events and schedule for 2012.

To close the gap, set a fundraising goal at a minimum off \$5000.

\$3500 is outside contract service (class instructors and automator programming). How soon can we train a volunteer to do automator duties?

Storage locker – clean out locker and give up lease.

Rick Richards said he is hearing interest from members for a studio training class. Six people currently interested. Could be a class that WYOU charges for. Eric A. was mentioned as a potential class instructor. He's currently in school, but over winter break could be a possibility. If Eric isn't able to teach the class, could he provide Robert with outline/material to teach a class?

Meeting adjourned at 8:20 p.m.

Next meeting is December 13th at 6:30 p.m.

Respectfully submitted by Johanna Johnson