



## WYSO BOARD MINUTES

December 9, 2009

Antioch University McGregor  
Yellow Springs, Ohio

Members present: Heather Martin, Karen Meade, Gary Honnert, Nancy Nash, Don Hayashi, Seth Gordon, Mel Marsh, Tom Faecke and Glenn Watts.

Members absent: Karl Colón, Evan Scott and Bonnie Parish.

Staff present: Neenah Ellis and Peter Hayes

Heather called the meeting to order at 8:39 AM.

**Minutes.** Moved by Don, seconded by Heather, to approve the Minutes of the meeting of November 18, 2009. Glenn will send the Minutes to Jacki Mayer for posting on the web. The Minutes of the meeting of October 21, 2009 could not be approved because they were not circulated prior to the meeting. Heather will ask Karl to E-mail the October Minutes to the Board members so that these Minutes can be considered at the January meeting.

**2010 Meeting Schedule.** Heather reminded everyone that we will continue to meet on the second Wednesday of each month in accord with the schedule that she sent by E-mail. Neenah said that the proposed March 10 meeting comes in the middle of the Spring Fund Drive and this will create a problem for her and the staff. Heather suggested that we move the meeting to March 17 and this was agreeable to everyone.

In 2010, meetings will run from 8:00 AM to 10:00 AM. We will continue to alternate meeting locations between Yellow Springs and Dayton. Heather will check on whether we will be able to get into Family Service at 8:00 AM, but if not, Karen and Gary offered other Dayton locations.

**Silent Auction Update.** The venue for the auction may change because the Antioch University McGregor space has become somewhat tight for the expanding event. Neenah asked Jacki Mayer to look at the Springfield Museum as a possible site, but Jacki has told her that it appears to be too small. Neenah also said that Jacki has met with Susan Miller (who handled the auction for the Tecumseh Land Trust) and received a number of useful suggestions on how to improve the way the WYSO auction is organized.

Heather has asked each Board member to produce at least two auction items and find at least 10 people to attend. Jacki will be announcing the auction by sending an E-mail to 4,000 and a USPS mailing to 10,000. Don suggested that Board members receive the tickets as far in advance of the event as possible so that we can sell them before people make other commitments. Having a brochure or flyer as early as possible would also make it easier to sell tickets, and a poster helps convince potential donors that this is a significant

event worthy of a contribution. Commercial donors also like to have something that shows their customers that the business is supporting a local event.

Don recommended that we include the donor's logo and contact information as part of the display of each item being offered for auction. This would serve as both advertising and recognition for the donors and increase the likelihood that merchants will contribute. In order to display logos on the web and in the display material, we will need a volunteer with computer and graphic arts ability. Heather, Seth and Karen said that they know people who may be able to take on this task in order to reduce the load on the WYSO staff.

It was suggested that a theme would bring focus to the auction. If we have a theme, people will have a better sense of what the auction will be like.

Glenn suggested that the comments collected after last year's auction should be reviewed to make sure that we don't make the same mistakes and that we take advantage of opportunities to improve.

**Board Member Matrix and New Members.** Heather asked each member to correct or augment the information on the matrix that she circulated. She also distributed a list of potential new Board members. Nancy, Don and Mel agreed to be the Board Nominations Committee. Heather will send a copy of the Board matrix to them to help get them started.

Mel will check with Jacki Mayer and Jon Castonguay for names of people who have shown an interest in the station and who might be potential candidates for seats on the Board. Nominations from Board members are also welcome.

**WYSO Gathering.** Glenn reported that he has talked with Karen and Jon Castonguay, and Jon has located a venue for the event. January 12, 2010 has been set and the time will be from 5:30 to 8:00 PM. The location is the Therapy Cafe at 452 East Third Street (in the Cannery Building). Ample appetizers will be available with soft drinks and a cash bar. Glenn has asked Jon to check on what it would cost to offer free beer or wine.

**Financials.** Neenah distributed a University schedule showing the budget and actual revenue and expenses for the fiscal year through November 30. Membership revenue was skewed by the inclusion of the "Wait, Wait Don't Tell Me" revenue in last year's numbers.

The final figures for the last fiscal year are not available yet because the University audit is not complete; the delay is not connected with WYSO.

**Program Notes.** Neenah reported that the feedback from CPB on our series on the financial crisis has been very strong.

Holiday programming is currently being developed for Christmas Day and New Years day. The week between Christmas and New Years is part of the University's official holiday period and most of the staff will be using this personal time.

There will be a one-day mini-drive on Friday, December 11 to encourage listeners to make year-end gifts to the station. WYSO has added nearly 1500 new members since last year

and underwriting is staying strong despite the economy. Underwriting revenue is within \$500 of last year's level.

**WDPR/WYSO Collaboration.** Nick Wilson, Karl Colón, Heather Martin, Tom Faecke and Neenah Ellis will represent WYSO in discussions with a group from WDPR. These discussions will cover all possible areas of cooperation with the goal of identifying collaborative opportunities that can reduce costs and improve service. There are several examples in other markets where stations have found ways to cooperate and these are being explored. Neenah has been to Kentucky to discuss their experience, and Georgie Woessner of WDPR has also been talking with other stations. There are no current plans to meet with Think TV.

**New Space.** Tom said that he has developed a conceptual budget for a new building. Jim Stitt, WYSO's engineer, is working on cost estimates to add studio and office space to an existing building that will be visited by the Board later today. Because of the size of the existing building, relocating there will only be feasible for WYSO if the University Offices and WYSO can co-locate.

Neenah asked that the next meeting include a discussion of a timeline for relocating to a new facility. The discussion should include a full examination of whether the station's long-term outlook would be improved by moving closer to Dayton. The discussion should also include consideration of the feasibility of a capital campaign to finance the new facility.

**Next Meeting.** The next regularly scheduled meeting will be held on Wednesday, January 13, 2010 at **8:00 AM** at the offices of the Family Service Association in Dayton.

The Agenda will include approval of the Minutes of the meetings of October 21, 2009 and December 9, 2009, a reminder to attend the gathering of volunteers and staff, an update on the planning for the annual Silent Auction, and a discussion of moving to a new facility. Additional agenda topics should be E-mailed to the Chair not later than the Friday before the meeting. These can be things that you want to present or things that you would like others to discuss. The expected outcome (e.g., a resolution) and the estimated time that the discussion will require should be provided along with the topic.

**Adjournment.** Moved by Mel, seconded by Don, to adjourn. The vote to approve was unanimous and the meeting adjourned at 9:51 AM.

Respectfully submitted,  
Glenn Watts, Secretary