



WYSO BOARD MINUTES

February 26, 2010

WYSO Pledge Room

Yellow Springs, Ohio

Members present: Heather Martin, Don Hayashi, Mel Marsh, Evan Scott and Glenn Watts.

Members absent: Karl Colón, Tom Faecke, Bonnie Parish, Karen Meade, Gary Honnert, Nancy Nash, and Seth Gordon.

Staff present: Neenah Ellis and Jacki Mayer.

Heather called the meeting to order at 8:15 AM. This meeting was originally scheduled for February 10, 2010, but was rescheduled because of heavy snow. Heather said that Seth Gordon would not be attending for a while. He has asked for a leave of absence from the WYSO Board until he completes work on his Ph.D. A quorum was not present.

Financials. Neenah reported that she and her staff are working with the University to get financial information prepared on a timely basis so that it will be available in advance of each WYSO Board meeting.

Jacki reviewed a financial summary of the first six months of 2009-10. The station is about \$7,000 behind last year on membership revenue, but this is actually a very good performance because last year the station benefitted from the excitement generated by “Wait, Wait Don’t Tell Me” appearance in Dayton. In order to get tickets, people had to become members or increase their membership level. Underwriting revenue is also below last year’s level, but Jacki expects that this will improve as outstanding contracts are reconciled. Salaries and Wages, as well as Other Expenses, are above budget because of the unbudgeted costs associated with the Archives Project. These added costs are being covered by the Archives grant.

Heather asked if we could have financials in a format that would be easier for the Board to understand. Glenn suggested that in addition to the dollar figures, the schedule could show two percentage figures. The first percentage would show how much of each revenue or expense amount was historically received or expended as of the date of the report. The second percentage could show the percentage that has actually been received or expended in the current year. For example, at nine months into the year the station’s historical pattern might call for 75% of the salary line to be expended. If 80% has actually been spent, there may be a problem. Jacki said that she would try to have a new format ready by the April meeting.

Spring Drive. Jacki said that moving up the date of the Spring Drive, coming as it does so close to the Silent Auction, has shortened the time previously used for mailings and other member contacts. This year’s pre-drive activity involved a postcard promoting a “green”

response by asking people to pledging on-line. More people are declining the premiums, but cookbooks have increased in popularity. There will be two cookbooks offered as premiums this spring.

Our goal for the Spring Drive is \$170,000.

A very small percentage of WYSO pledges are not fulfilled – only 1-2%. The national average pledge is about \$80 and WYSO's is over \$100.

Silent Auction Debrief. Jacki reported that the auction was very successful and that the station realized over \$21,000 from the event. The popularity of the auction has grown to the point that we need to find a larger venue for next year. The new location must be close enough so that Current Cuisine can still do the food and The Winds can do the wine. Winan's Fine Chocolates and Coffees will also be involved. These three firms have done a wonderful job in supporting the auction.

The live auction also did very well. The auctioneer was exceptionally entertaining and we need to have him back for next year's auction.

Evan suggested that we add the auction donation form to the website so that people contacted by Board members can enter their donation easily. Then, a Board member could contact the donor and arrange for the pick-up or delivery of the item. A Board member could manage the on-line donations remotely and this would reduce some of the staff's workload. Jacki said that it should be possible to add the donation form to the website.

The new check-out process worked very well, but we need to improve the check-in process. We didn't have enough people handling will-call. As a result, people who had ordered in advance took more time to get in than those who paid at the door.

Glenn asked what steps have been taken to formally thank all of the firms and individuals who contributed items to the Auction. Jacki said that a formal letter will go out soon. Board members offered to send personal letters or add hand-written notes to the station's letter. Jacki will follow up on this.

WDPR/WYSO Collaboration. Neenah said that some of the meetings being coordinated by David Ramey, President of Strategic Leadership Associates, Inc., have been held, but that not a lot has happened so far. Perhaps there will be more to report after the next meeting.

Station Relocation. Neenah said that the drawings have been completed for the WYSO space in the Creative Memories building. The current proposal is to share the Creative Memories space with the University Administration. Neenah has learned that it will cost about \$900,000 to renovate WYSO's portion of the space. Most of this cost would be to prepare the studio space. This renovation expense, on top of the cost of purchasing the building, raises questions about the feasibility of this option.

Board Member Recruitment. Don said that the list of names developed by the Board had been sent to Nancy, and Mel said that she will follow up with John Castonguay and

Jacki Mayer to get the names of a few potential nominees from their respective areas before the April Board meeting. The Board concluded that we need to determine the qualifications needed to better balance the Board before we approach potential new members.

Volunteer Recognition. Mel said that she had met with Karl, Gary and Karen to discussed how best to recognize volunteers. Some good ideas resulted, but the group has not taken any action. Heather will ask Karen to chair the group and to move forward with plans.

StoryCorps. Neenah reported that the StoryCorps coordinator has been to the area to make final preparations for the visit. StoryCorps is the NPR program that brings recording booths to locations across America so that everyday people can interview one another about their lives. A local volunteer, Harvey Paige of Yellow Springs, has been handling the event to date, including contacting 108 local organizations. That phase of the planning is ending as we move into the public phase.

The booth will be located in front of the Schuster Center in Dayton. Neenah has met with the Schuster staff and they are very pleased to have the booth at the Schuster. The StoryCorps trailer is scheduled to arrive on April 19 and recording will start on April 22. Many sponsoring groups hold an “opening day” event and WYSO’s will be held on April 22. A “media day” session will also be on April 22.

Neenah is planning a mid-day listening event to close the project. Everyone who has recorded will be invited and excerpts of their recordings will be played. We should have a WYSO booth operating in conjunction with these events.

Neenah asked that the Board suggest names of officials and others who would be appropriate to invite to participate. After discussion, the Board concluded that the number of such invitees should be limited so that we not lose focus on the purpose of the event.

StoryCorps has recorded over 50,000 interviews and this makes it the largest oral interview project in US history. All recording are kept in their unedited form at the Library of Congress.

WYSO will offer a StoryCorps premium during the fund drive.

Street Fair. The Yellow Springs Street Fair is June 12 and all Board members should plan to attend and help staff the WYSO booth.

News Coverage. Neenah said that the staff is working on expanding local news coverage. Three areas are being considered: Business, Politics and the Environment. In order to make this a reality, there will need to be local sponsors. Evan said that he would be happy to make some contacts. He reminded the Board of our previous discussions of the local importance of the aviation industry, the significance of innovation and the role that entrepreneurs have had in developing the region’s economy. He urged Neenah to find ways to expand coverage of these topics.

Next Meeting. The next regularly scheduled meeting will be held on Wednesday, March 17, 2010 at **8:15 a.m.** at the Family Service Association offices in Dayton. (This meeting has been rescheduled from March 10, 2010 because that date conflicted with the Spring Fund Drive, and the 8:00 a.m. start was a problem for some Board members.)

The Agenda will include approval of the Minutes of the meetings of January 13, 2010 and February 26, 2010, and a discussion of the qualifications that we need in our new Board members so that recruitment can begin. 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 Don, seconded by Glenn, to adjourn. The vote to approve was unanimous and the meeting adjourned at 10:15 a.m.

Respectfully submitted,
Glenn Watts, Secretary