



WYSO BOARD MINUTES

April 14, 2010
WYSO Pledge Room
Yellow Springs, Ohio

Members present: Heather Martin, Karen Meade, Gary Honnert, Nancy Nash, Mel Marsh, Don Hayashi, Karl Colón, and Glenn Watts.

Members absent: Bonnie Parish, Tom Faecke, Evan Scott and Seth Gordon (on leave).

Staff present: Neenah Ellis and Jacki Mayer.

Heather called the meeting to order at 8:24 AM.

Minutes. Moved by Don, seconded by Karl, to approve the Minutes of the meetings of January 13, 2010, February 26, 2010 and March 17, 2010. The vote to approve was unanimous. Glenn will E-Mail copies to Jacki Mayer for posting on the station website.

Spring Drive. Jacki reported that as of the end of March when the books were closed on the Spring Membership Drive, the station had received \$161,000. While this was below our goal of \$175,000, it was respectable given the economy and that we did well in the fall drive. There are now 370 new members.

During future drives the station will try to feature some live music on the second Saturday as a way to improve interest. Glenn suggested that the lighter, “kookier” spots make it easier for people to listen to the drive. Neenah suggested that we convene a group in August or September to consider creative messages to use before and during the drive.

Nancy recommended that we consider automatic monthly pledges. By getting people to pledge a fixed amount every month, we will have a steady income.

Some stations are now doing a two-day drive. They are successful with short drives by using advance mailings and several E-mail messages. These stations are larger than WYSO, but the key is to put the audience on notice that the drive will be short so that people don’t procrastinate. The web is becoming an increasingly popular way for people to pledge.

Financials. Jacki presented a summary of the financials through March 31. The shortfall is \$152,702, but this does not include \$50,000 in grant money that was just realized. She said that underwriting is going very well and that she is not concerned about the budget situation.

Jacki said that the station would like to bring Mike McGrath, host of “You Bet Your Garden,” to the Dayton Area for a fund raising event, but she needs to get \$3,000 to make this work. The station has been contacting garden centers, but has yet to find a sponsor.

She asked the Board to help identify garden centers or related businesses that might be interested in sponsoring the event.

StoryCorps. Neenah reported that there will be one more opportunity to sign up for the recording sessions. There is now a waiting list, and the StoryCorps staff is working to make sure that all available slots are filled.

There will be a “StoryCorps Listening Party” on from 7:00 to 9:00 pm on Monday, May 10 in the Mathile Theater at the Schuster Center. Glenn and Jane Watts are coordinating the event. There will be food and beverages available while people listen to some of the recordings made in Dayton and elsewhere. Neenah will talk a bit, but this is mostly a listening event. We will also ask some of the participants to talk about the experience. Freund, Freeze and Arnold is the event sponsor and Harvey Paige is working hard on publicity.

Brooke Bryan will help organize volunteers to work on an oral history project that will focus on capturing stories from the Miami Valley. Brooke is a Masters student at McGregor. Neenah has met with Dayton History to ask if they would like to be involved with the oral history project. This new WYSO initiative will be announced at the StoryCorps Listening Party.

Don noted that the station’s oral history project offers a good opportunity to interview members of the Japanese-American community who came to the area after WWII, as well as the many members of the Afro-American community who also arrived about that time. These people have fascinating stories that have not been made widely available.

Archive Project. Neenah said that she will be making a presentation to the Chancellor tomorrow on the WYSO archive project. This project is trying to save the rich history contained in the station’s reel-to-reel tape collection. Much of the material that has been looked at to date is civil rights related, but there is much, much more. Neenah will ask the Chancellor for some help from the University attorneys to clarify our legal right to use the material, and also to agree to a relationship with the Greene County Library to make the information available. In addition, she will ask for help in cataloging the remaining tapes because it will cost much more to digitize this material than the grant funds received so far.

Station Relocation. Discussions between the University and the owners of the former Creative Memories Building have resulted in a lower price for the property. The owners are also interested in a lease-back arrangement of the production space that they will continue to need. Tom Faecke will be talking with the Chancellor about the offer next week. Nancy suggested that Glenn be involved.

Board Member Recruitment. Nancy reported that she has yet to get the list of major donors. Mel said that we need to expand our connection to larger businesses. Once we have the donor list we can see if any current Board members know the people and we can explore whether these people have any interest in joining the Board. We will send them a profile request and if they show interest, we can invite them to a meeting. Companies that have given matching money might be another source of names.

Nancy said that a list of potential new members will be available for consideration at the next meeting.

Volunteer Recognition. Karen said that she needs to talk with Jacki about current efforts to provide recognition for our on-air volunteers. Neenah said that we have a recognition dinner twice a year following the fund drives to thank all of our volunteers. This past year we had the first event for the volunteer program hosts. We need to do more to recognize this very important group.

Previously, we have spoken about creating a Friends Group. Karen asked if there was someone she could talk with about how this is done at other stations. Neenah said that she would try to identify some contacts at other stations.

Meeting the Community. Neenah continues to meet with community people. She asked the Board to suggest names of people with whom she should meet and to help arrange the meetings. Neenah is now on the Board of Film Dayton and WYSO will have an audio role at their May film festival.

Summer Concerts. Discussions are underway to see what groups are available and where the events might be held. Neenah will have more to report at the next meeting.

Next Meeting. Gary has confirmed that the next regularly scheduled meeting will be held on Wednesday, May 12, 2010 at **8:15 a.m.** in Room 12-112, first floor of the Sinclair Conference Center at Sinclair Community College. This room is on the south end of the building. Those attending are advised to park on the south end of the underground garage, the same end as the only entry/exit on West Fourth Street.

The Agenda will include approval of the Minutes of the meetings of April 14, 2010, possible programming changes, potential new members, and the WYSO Board report to the Antioch Board of Governors. 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 9:50 AM.

Respectfully submitted,
Glenn Watts, Secretary