



WYSO RESOURCE BOARD MINUTES
December 13, 2006 Special Meeting
United Way Building - Family Services Conference Room

Members present: Jeff Hooper, Bonnie Parish, Gary Porter, Steve Sharp, Tom Faecke, Don Hayashi, Al Denman, Nancy Nash, Heather Martin and Glenn Watts

Staff present: Paul Maassen and Jacki Mayer

Chair Bonnie Parish called the meeting to order at 8:36 AM.

Approval of Minutes: Approval of the Minutes of the meeting of September 13, 2006 was moved by Heather and seconded by Bonnie. During discussion, Gary indicated that he was not present at the meeting and Jacki reported that the Yellow Springs Street Fair raised \$3,000 rather than the amount shown. The Minutes were approved as corrected by unanimous vote. Glenn will request that the corrected Minutes be posted on the WYSO website.

Financial Development: Bonnie indicated that this meeting was called to better define the role of the Resource Board. She indicated that Board members need to have a better understanding of what the station is and how it benefits the Miami Valley. Each member needs to have an “elevator speech” ready to briefly explain what WYSO is important to the Miami Valley. Bonnie noted that economic times were tight in the area and that non-profits were having a difficult time raising funds. This makes it even more important that the Board determine how it can help the station and provide leadership.

Paul added that it was important that the station become self-sufficient. As things now stand, the station is projecting a deficit of \$160,000 for the 2006-07 year. It is the expectation of the Antioch Board and station management that WYSO be self-sufficient. Jacki said that Antioch University provides the station with Administrative Support, includes such things as accounting, human resources, and studio space. She also indicated that the value of the underwriting that the station gives the University is equal to about \$244,000 each year.

Jacki announced that the next fund-raising event will be held from 6:00 to 9:00 PM on February 3, 2007. It will be a wine-tasting and silent station at the Antioch Inn. Board members need to help with this event and to attend.

Bonnie asked the members to help identify the station needs that are “marketable” from a fund-raising standpoint. Paul said that the greatest immediate need is Digital Equipment and replacement of the equipment damaged by the October 4, 2006 lightening strike. The

station has both capital and operating needs, but it is frequently easier to raise money for one-time capital items than for on-going operations.

Paul said that he would like to increase local programming. One possibility would be to take "Excursions" to local locations one day each week. This would take \$10,000 in equipment and continuing operating support of about \$6,000. More interviews and local interest stories would attract more people to the station, but these stories are the most expensive local programming that WYSO can offer.

Nancy asked if there are things that the staff are doing currently that could be handled by Board members. She said that the Wine Tasting sounds like something that the Board could handle because it does not require technical knowledge of radio. Bonnie added that each member could contact three to five friends and associates who could contribute.

Gary asked that a copy of the budget be provided to Board members. Nancy asked that this be done prior to each meeting. Jeff said that he needs to know more about what the station does so that he can be better equipped to try to raise money. When he knows more, he'll be in a stronger position to match needs with the interests of potential donors. There needs to be an education of the Board members as a first step. Paul suggested that we take 15 minutes from each meeting held in Yellow Springs to see and understand some aspect of station operations. Bonnie added that there should be a new member orientation.

Action Steps:

- Don Hayashi and Heather Martin will be co-chairs of the Wine Tasting event. This is both a fund-raising event and a friend-raising event.
- Paul will develop a local programming initiative and send it to members via E-mail prior to the January meeting.
- Jacki will provide members with a summary of the budget to-date before each meeting. She will also provide a one-page analysis of how the station spends its funds (e.g., national programming, local programming, staff salaries, benefits, utilities, etc.).
- Jacki will also provide the line item budget.
- Nancy will update and distribute the Board membership list and contact information.

This I Believe: Paul distributed the instructions for writing a "This I Believe" essay and asked each Board member to prepare one for broadcast.

Paul said that this is a critical time for public radio and WYSO. Things are changing rapidly and we need to take advantage of the potential for making the station much better.

Next Meeting: The next regular meeting will be at 8:30 AM on Wednesday, **January 10, 2007** in the Performance Studio at the station.

Adjournment: The meeting was adjourned at 9:58 AM on a motion by Jeff, seconded by Steve. The vote was unanimous.

Respectfully submitted,
Glenn Watts, Secretary