

WXPR Fundraising/Community Outreach Committee Meeting
Minutes – April 20, 2017 – 2:00 p.m. to 3:30 p.m.
WXPR White Pine Room

Present: Jim Brust, Richard G'sell, Joan Hauer, Dave Havel, Pete Rondello, Patty Fitzpatrick, Elaine Strite.

Excused:

Recorder: Patty Fitzpatrick

Agenda Item	Discussion	Action
Call to Order	Jim Brust called meeting to order at 2:05 pm.	
Minutes from Previous Meeting	Minutes from February 21, 2017 presented.	Motion by Elaine Strite to approve as presented. Second by Richard Gsell. Motion Carried.
Standing Agenda Items for Each Meeting		
Revenue/Fundraising Updates for Feb/March	Income and underwriting a little behind for February & March. Dave advised Ministry/Ascension account changed due to management changes. Had been \$5,500 in UW income. They are set to begin again in June 2017. CPB Grant Funds received for FY17. Expecting to receive same amount for FY18.	Dave will prepare an updated projection of UW for May meeting.
Review Revenue/Fundraising Plans for Next 3 Months	April: Pledge drive goal \$52,000 May: community events: Ali Paris, White Deer Triathlon June: mailing, concert July: Pledge drive	
Upcoming Member Communications for Next 3 Months	June: Mailing and newsletter Various emails; social media, posting stories on web site	Jessie working on social media plan.
Unfinished Business		
Raffle Program	Raffle 1,500 tickets selling at \$10 each or 3/\$25, drawing at Nov WXPR auction. Can only sell for 6 month so begin selling in May. \$1,000 cash prize, CTs agreed to do dinner/class for six. Ideas: Experience Wausau (Gift Certificate Jefferson Inn, Grand Theater & Red Eye Restaurant) Selling tickets: Board active role, volunteers sell at events; available at station. Promo on social media, web page, member newsletter, volunteer newsletter. Cannot promote on-air.	Jim, Jessie, & Dave work on printing tickets. Each board member will get 25 tickets to sell. Jessie will check with Becky about credit card payments.
Brand Awareness— Exterior of Building	Prices for various awnings and signage but originally voted down by board due to expense.	Pete will check price of signage for front.
April Brunch	April 30 at Holiday Acres – Jessie MC, thanks volunteers, recognize years of service, Richard brief message about recruiting, recognize BOD members leaving.	

WXPR Travel Program	Dave been working with Collette Travel on tour Sponsored by WXPR. OK with compliance agencies. Top two destinations are Ireland and Italy. No financial risk to station. Would need to sell 40 seats for spring of 2018 travel. For example, 10-day trip in April or May approximately \$2500 to \$3000 plus airfare per person. Committee encouraged pursuit of the trip.	Collette travel rep will be meeting with Dave in May. Board members welcome to attend meeting.
Planned Giving Update	Video Status – Video done and on website.	
New Business		
Update from Station Manager	Pete reports that things in good order. Has done what he can to ensure smooth transition. Has completed all performance reviews. Technical issues resolved. Leases renewed. Notified major donors.	
Messaging		Tabled.
Approach to 2017 Community Events		Tabled.
Future Meeting Dates	Continue with 3 rd Tuesday at 1:30 pm.	
Other Announcements		
Adjourn	Meeting adjourned at 3:30 pm	Next Meeting May 23 2017 at 3:00 pm.