

WXPR Outreach/Philanthropy Committee
Tuesday, December 5, 2017 1:30 pm
White Pine Room - 28 N Stevens St, Rhinelander

Present: Patty Fitzpatrick, Jeff Burke, Gary Entz, Bill Clow, Joan Hauer, Jessie Dick, Dave Havel, Richard Gsell

Excused:

Recorder: Patty Fitzpatrick

Agenda Item	Discussion	Action
Call to Order	Patty called meeting to order at 1:30 pm	
Public Comment	None.	
Old Business	<ul style="list-style-type: none"> • Minutes from October 17, 2017 reviewed. • Raffle ticket sales: Final Sales \$2,445 (net \$1,303 after expenses). Winner donated proceeds to WXPR new Endowment Fund • Auction Sunday Nov 5 was successful. Gross \$21,951, Net \$19,751 • Fall Pledge Drive October 14-20. Results presented at October 24 board meeting. 	
35 th Anniversary Celebration	<p>Ideas discussed: Music Events in communities that are already scheduled – See October 17 minutes for details. Identified communities to contact to determine 2018 concert dates.</p> <p>Lake Tomahawk – Bitters & Bull Restaurant with Blues night in summer. (Jeff)</p> <p>Rhinelander – Wednesdays in summer (Jan Leshke organizes)</p> <p>Boulder Junction – Patty. Music on Main Wednesdays June 20 – August 8, 2018 7:00 to 9:00 pm. Chamber organizes.</p> <p>Crandon – Patty. 715-478-3450 Kentuck Days</p> <p>Tomahawk – Patty. Music on the River Wednesdays June 20 – July 25. Non-profit committee organizes.</p> <p>Wausau – Patty. 715-845-6231</p> <p>Minocqua – Joan.</p> <p>Eagle River – Patty. Thursday Street Dance organized by WRJO</p>	Patty will start a calendar of when events occur.

	<p>Ironwood/Hurley – Jeff will contact Bruce Greenhill or Bob Jackwarth.</p> <p>Manitowish Waters – Organized by local restaurant, very successful Sunday afternoons 2-5 pm. Chamber and Fire Dept involved. Needs more investigation.</p> <p>Three Lakes – Bill will check. Octoberfest?</p> <p>St Germain – Dave will advise as info becomes available.</p> <p>Bill ad Jessie update on: 1) potential Jazz event at Campanille Center. Possible artists Ben Sedron (Madison) or John Altenberg.</p> <p>2) Open house with special guest – Bill spoke with Laura Erickson and she would be happy to come in April. Would need a place to stay (with her dog). Coordinate with a pledge drive.</p> <p>National Record Day – April 21, 2018 At ArtStart; sell vinyl and CDs; cash bar; live music? Need lead(s) to organize event, music, and volunteers to help pre-event, work the event and post-event.</p> <p>Jessie checked on FCC restrictions for suggested events partnering with Holiday Acres and/or CTs or Minocqua Brew Pub with portion of proceeds to be donated to WXPR.</p> <p>Outreach & Good Will – record oral history of station. Bill and Gary want to pursue in January 2018. Would need names of people to talk to and people who would like to accompany staff. Has talked to Mick Fiocchi, who will help.</p> <p>Dave suggests a gathering to celebrate the past and look to future with ideas, i.e. fund a features editor position for 10 years (A major initiative to give people a reason to write a check.)</p>	<p>Patty check with ArtStart about jazz trio and WXPR record and rebroadcast.</p> <p>Sometime during pledge drive week of April 19-28, 2018.</p> <p>Jessie has identified two volunteers to take the lead.</p> <p>Cannot promote on air. Won't pursue.</p> <p>Will discuss at staff meeting for possible volunteer to take the lead to organize.</p>
New Business	<p>Give Big to May Station – Jessie states way to do well is a peer-to-peer campaign. Way to do it is we ask our personal contacts. Share on social media. Can do as a set your own goal. Studies indicate a personal attachment increases</p>	<p>If willing to participate as an individual contact Jessie for instructions. Jessie will resend link and announce the competition.</p>

	donations.	
Standing Agenda Item	How do we attract new listeners? 1. Event attendance 2. Give Big campaign	
Adjournment	Adjourned 2:35 p.m.	Next Meeting Tuesday, January 16, 2018 1:30 pm