

## WXPR Fundraising Committee Minutes

Tuesday, June 21, 2016 1:30 PM

**Present:** Patty Fitzpatrick, Pete Rondello, Jessie Dick, Dave Havel, Elaine Strite, Richard G'sell, Jim Brust, Joan Hauer  
**Excused:** Stacey Johnson  
**Recorder:** Patty Fitzpatrick  
**Station Goals (in a nutshell):** 1) consistent image 2) increase morale 3) community involvement  
 4) increase membership 5) increase funding

Agenda Item	Discussion	Action
Call to Order	Meeting called to order at 1:30 p.m. by Patty Fitzpatrick.	
Minutes from last meeting	Presented minutes from May 17 2016.	Approved board meeting.
New Business	<ol style="list-style-type: none"> <li>1. Patty re-stated purpose of Fundraising/ Outreach Committee. Pete asked people to call previous donors whose membership term is up. A list of names was circulated.</li> <li>2. Elect a Chair</li> <li>3. Dave Havel is asking board members to work with him providing names of potential donors and working with him to meet with these folks. Discussed benefits of membership and leadership circle.</li> <li>4. Planned Giving – WXPR currently has a brochure that needs to be updated to reflect new look. Text as shown in brochure is what is on web site. Jim suggested working with attorneys so they have info available for their clients. Jessie stated in last few years have had 2 information sessions led by attorney. Jim suggested a membership packet for new members that includes all info.</li> <li>5. Staff is looking into a member newsletter. Would begin with a year-end letter going out in October with updates and financial snapshot.</li> </ol>	<ol style="list-style-type: none"> <li>1. Each board member took a few names to call to ask for funds to be used for July pledge drive as matching funds. Pete will send info on each of the names selected to make phone calls more effective.</li> <li>2. Patty will continue as chair until another committee member comes forward to serve.</li> <li>3. Board members meet 1:1 with Dave.</li> <li>4. Next steps: Pete &amp; Dave will record radio PSA messages for planned giving. Pete &amp; Jessie will re-design current brochure and update web page as needed.</li> <li>5. Staff will keep us posted.</li> </ol>
Unfinished Business	<ol style="list-style-type: none"> <li>1. Elaine and Jeff coordinating board/staff gathering at the Aberdeen on July 25.</li> <li>2. Blue Canvas Orchestra at Dillman's Resort. WXPR had booth. Greeted many current listners and got great exposure.</li> <li>3. July events: A) Pickle Ball Tournament in Three Lakes Saturday July 9. B) Per Dave, Crandon Chamber welcomes WXPR presence and is sending application.</li> </ol>	<ol style="list-style-type: none"> <li>1. Folks encouraged to RSVP to Elaine.</li> <li>2. No action.</li> <li>3. A) Patty &amp; Richard will set up booth in Three Lakes &amp; send remote interviews to the station. B) Dave will get application to Patty to complete. Patty will secure volunteers.</li> </ol>
Other Business	<ol style="list-style-type: none"> <li>1. Elaine asked about station sponsorship of classical music events. Discussed possibility of doing a recording of local classical events for play later on the air or as a live remote.</li> <li>2. Joan inquired about reviving listening sessions.</li> <li>3. Grant requests sent to St Mathias for future intern program funding and Minocqua Chamber room tax.</li> </ol>	<ol style="list-style-type: none"> <li>1. If board becomes aware of a classical music opportunity, musician should contact Jessie or Pete.</li> <li>2. Pete suggested we incorporate into our community outreach calendar.</li> <li>3. Dave will keep board advised of responses.</li> </ol>
Adjournment	Meeting adjourned at 2:55 pm	Next meeting July 19, 2016

