

WXPR Board of Directors Meeting Minutes

October 24 2017, White Pine Room, WXPR, Rhinelander, WI 6:00 pm

Present: Patty Fitzpatrick, Gary Entz, Mike Smolarek, Elaine Strite, Richard Gsell, Ralph Solome Jr., Phil Hejtmanek, Joan Hauer, Christy Myshchyshyn, Bill Clow, Jessie Dick.

Excused: Jeff Burke,

Unexcused:

Recorder: Patty Fitzpatrick

Agenda Item	Discussion	Action
Call to Order/ Attendance	Meeting called to order Gary Entz, vice chair, at 6:00 pm.	Attendance as shown above.
Public Comment	None.	
Minutes from Previous Meetings	Minutes from September 26, 2017, presented for review.	Motion by Mike Smolarek to approve minutes as presented. Second by Phil Hejtmanek. Motion Carried.
Station Manager Report	<p>Bill reported that FCC removed the “Main Studio Rule.” This means that a radio station no longer has to have their studio located within their city of license. This may result in less local radio.</p> <p>Pledge drive numbers—raised \$32,710 with 211 calls, 73 new or rejoining. Bill advised that more and more members are becoming sustaining. Also received \$1,300 since drive officially closed.</p> <p>Bill went with Dave on sales calls to Crandon/Antigo area. Discussing other ways to reach out to businesses.</p> <p>Programming changes: Nov 4 “The Edge” Sat 11 pm – 1 am. Have received a lot of positive feedback from community. Earth Songs will move from 11 – midnight on Sundays. Dropping Dream Farm Radio because they wanted to start charging.</p>	Full report available in drop box.
Old Business	<ol style="list-style-type: none"> Endowment Campaign Sub-Committee Development – Bill not had success getting non-board members to participate. Jeff Burke, Bill Clow, Dave Havel, representative from Heck 	

	<p>Capital have agreed to serve. Goal to announce a campaign to coincide with 35th anniversary.</p> <ol style="list-style-type: none"> 2. Board member replacement: Gary advised Governance Committee have two potential board members: Kate Ferrel and Jack Loomis to fill our two openings. Will have two openings in Spring 2018 so additional suggestions for board members welcome. 3. Italy trip marketing: To date 27 enrolled, Dave continues to get calls. Anticipate at least \$10,000 earnings for station. 4. Logo Concepts 2.1: Staff received draft concepts, found them not good enough so will continue to work on it. 5. Fall Auction Nov 5 – Dave has been soliciting merchandise. Promotions began after pledge drive. Will sell raffle tickets at table in silent auction room. 	<ol style="list-style-type: none"> 2. Gary will request completed statement of interest.
New Business	<ol style="list-style-type: none"> 1. Governance committee meeting proposed date change from 2nd Tuesday of each month to 3rd Tuesday at 930 am. 2. Select date for Nov/Dec Board meeting. 3. Select BOD liaison to CAB. Elaine Strite volunteered to serve. 	<ol style="list-style-type: none"> 1. Motion by Elaine Strite to have all Committees November & December meetings to be combined to meet on December 5, 2017 at usual times; and to have November & December board meeting on December 12 at 6 pm. Second by Christy Myshchyshyn. Motion Carried.
Announcements	None.	
Adjournment	Meeting adjourned at 6:55 pm.	Next meeting Tuesday December 12,2017, at 6 pm, White Pine Room.