

WXPR Outreach/Philanthropy Committee
Tuesday, September 19, 2017 1:30 pm
White Pine Room - 28 N Stevens St, Rhinelander

Present: Patty Fitzpatrick, Jeff Burke, Elaine Strite, Gary Entz, Richard Gsell, Bill Clow, Dave Havel

Excused: Joan Hauer, Jessie Dick

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"> • Reviewed notes from 8/22/17 meeting with staff. • Raffle ticket sales: Sales to date - \$1,285 + Board member reports on sales – some still outstanding; asked that board turn in tickets and money by October 20. Sales Opportunities (Beef-A-Rama, Auction on 11/5/17) • Donor Appreciation 8/24/17 – went well, 20 or so WXPR attendees • Italy Trip – Dave advised 22 confirmed, 6 potential additional. Colette extended discount deadline to October 6, 2017. WXPR receives % of what Colette collects plus \$300 per person. Average \$400 per person. Estimating \$10,000 for 2018 budget. Working with Colette to plan 2019 trip. 	
New Business	<ul style="list-style-type: none"> • October Pledge Drive October 14-20, 2017. Dave advised in future will probably not offer prize drawings with as high a value as a paddle board, probably maximum of \$500 value. No prize in October. Looking at a “Live from the White Pine” CD for 2018. • Auction Nov 5, 2017 – Dave has started collecting items. Admission is \$25. Jessie working on lining up music. Brainstormed ideas for auction items. • 35th Anniversary Celebration 4/2018 – 	

	<p>Staff suggesting that this committee focus on festivities for 35th Anniversary. Staff suggest live remotes or recordings of concerts already scheduled in area communities. Give away some kind of food. Relatively small cost for the station and engages the communities. National Record Day is Saturday April 21, 2018. Have a vinyl record sale at ArtStart. Have an event at Campanille (similar to donor appreciation, classical or jazz focus).</p> <ul style="list-style-type: none"> • How can Board be of most assistance to staff in increasing revenue: 1) take lead on 35th Anniversary; 2) support underwriters and tell the merchant you appreciate it 	<p>Focus of O-P committee for next few months will be to plan and implement Anniversary celebrations.</p>
Announcements		
Adjournment	Adjourned 2:40 p.m.	<p>Next Meeting Tuesday, October 17, 2017 1:30 pm</p>