

WYSO Resource Board 24 October 2018 Minutes

Held at WYSO

Attendees:

Cate Berger	Bruce Bradtmiller	Cindy DeVelvis		
Rusty Cousins	Elizabeth Sandhu	Michelle Hayford		
Jeffrey Cox	Bill Wendell	Judd Plattenburg		
Jayne Monat	Kevin McGruder	Sierra Leone		
William Linesch	Rodney Veal			

Staff: Neenah Ellis, GM Luke Dennis Art Boulet

Meeting opened: 0815

August Minutes Approved

Board Elections:

Kim Fish, approved unanimously

Board Departures:

Chuck Berry

Jayne Monat

Development Update:

Fall Drive successful. Closed very close to goals

Goal \$196,000 Reached \$181,000

Goal 1500 calls/actions Reached 1200

Participation is good for station size, in the top 10 nationally (10-11%)

First call Friday had 80 new pledges, judged success

New Sustainer Saturday was strong, judged success

New member gifts average ~\$110. Average gift ~\$155 vs \$70 a while ago

All solid indicators of commitment and strong community support

Areas for future improvement...digital Fund Raising (messaging and digital appeal)

Underwriting has changed personnel. Looking at changing underwriting processes to work more efficiently and better utilize resource.

Upcoming Events:

- 13 Nov Leader's Event with Veteran's Voices at Wright State
- 24 Nov Last Waltz; this year at Schuster Center with Dayton Philharmonic support
- TBD Dec Next-up Social Gathering "In Studio"

Financial Update:

Solid financials. Revenue is ahead of expenses (Report available)

General Manager Board Update: Report provided by General Manager for inclusion below

Series in progress:

Veterans Voices, Recovery Stories, Dayton Youth Radio, Senior Voices, 60th birthday series, County Lines

Steady stream of ComVox producer pieces.

Good output from news team.

- Unexpected programming change. We were notified w two weeks' notice that WHYH was cancelling You Bet Your Garden, we decided quickly to go with Hidden Brain, NPR cut us a good deal.
- We held a podcasting workshop in August 2

Past Events:

- Leavitt Pavilion event in August was successful and well attended. Exploring options with them for next year.
- Community Concert – a rainy day – for once. Depressed turnout. Discussions, as always about improving this event and making it revenue positive.
 - This has been given to a task team below to explore options
- Resource Board Reunion at WYSO
- Recovery stories event downtown Caryl Phillips rehearsal space – families of the folks featured in the series plus a representative from Montgomery County talking about services available. Wide redistribution of this series in progress
- Very nice Woodland Cemetery event – Luke

WYSO Events coming up:

- April 11, 2019: Moth Radio coming to Dayton (Replaces YSO Serious for 19)
 - Assigned to task team below to help with planning
- Looking for potential Events in conjunction with Levitt Pavilion for 2019 Season
- Evaluation Summer Concert at Riverscape
 - Task team below assigned to explore options

Dashboard:

Will be presented in December

Committee Updates:

Board:

Canvassing for names to replace and fill vacancies on the board. Looking for south representation (Springboro/Middletown areas) to reflect new listenership. It was suggested to send a letter to Sustaining Leadership to gauge potential interest in serving on the board.

Task Teams (formerly committees):

Task teams have been adopted going forward. Bylaws will be rewritten to reflect new philosophy and working arrangements. Task teams will be stood up as needed and expire on task completion. Task teams can be made up of Board and Non-board members with stations staff performing in a more advisory role rather than a tasked role.

There will be some standing committees that will continue; Finance; Resource Board Nominating Committee and maybe more (very few).

First Task Teams: (Bold name is Chair)

Community Concert Team (**Judd**, Sierra, Rodney)

Team tasked to evaluate best way to continue or abandon annual Community Concert...maybe partner with Levitt Center or other opportunities.

WYSO Leader Events Team (Luke, **Rusty**, Cate)

Team to develop, plan and schedule events for the WYSO Leader Community. Develop contacts and help generate interest in Leader events as thank yous and encouragement for continued support of WYSO.

Publicity Outreach Team (**Cate**)

Team to develop and recommend way to reach the broader WYSO listening community and foster expansion of listenership through outreach. If interested in participating on this team contact Cate Berger.

Moth Team (Michelle, **Elizabeth**)

Team to help plan and generate interest in Moth event to be held in Dayton in April 2019. This event replaces YSO Serious.

Next meeting: 19 December; WYSO Studios, Yellow Springs: 0815

Adjourn: 1005