

ReadyFM Board Meeting Minutes April 25th 2019

Attendees:

Brian Benedum
John Darlington
Rick Hartman

Opening Prayer by: Rick

Secretary's Report:

March minutes reviewed

Discussion Items:

Motion to -

- Accept by:
- Second by:
- Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- BMI and ASCAP paid
 - Still waiting on SESAC invoice
 - Also haven't received an invoice for Sound Exchange
 - Rick will look into this
- Sent QuickBooks file and a list of the new 2019 Board members to Jill for the Year End Review
 - She will handle filing all government documents (501c, 109N etc.)
 - Meeting Scheduled for Friday May 3rd at 9:00am
- Need to contact the BWC to close account and get the \$227.58 reimbursed
 - Called and got a form that needs filled out and faxed back
 - When did MAYCI close?
 - Contact Jill & Deb (wait till after tax season)
 - Update contractor agreements to include clause about not withholding taxes and WC
 - Also add a conflict of interest clause
- Issue with credit balance for Eades Insurance

- Addressed and corrected this after the last board meeting
 - There were 2 invoices created for October and November
 - These invoices were deleted creating a \$100 credit
 - \$50 credit was applied to the March invoice leaving a \$50 credit for April
- Need to get holder information updated at PayPal, and QuickBooks
- John and I met at the PNC bank and got the account updated now:
 - John and I are the only ones who can withdraw from the account (anyone can deposit)
 - There is a new debit card in the cash box
 - Updated online banking userid and password
- Verizon Account was closed - no outstanding balance
 - Last payment of \$73.03 on 4/5 account closed on 4/7

Motion to -

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Station Manager's Report:

Discussion Items:

- Several churches responded to our mailings to promote their events.
- About 10 mailings came back as undeliverable
 - most of these are due to church buildings that are not staffed during the week and do not have a mail box outside
- Church Focus test with Pastor Thad
- Baseball game broadcast
 - Sold 8 cds
- Repairs
 - Transmitter fans
 - RPU N connector for antenna cable
 - Brian will replace the fans and connector
- Not doing one hour of prayer
 - John will attend so we will know the logistics for next year
 - Mic stands and a 'snake' can be borrowed from FUMC

Motion to -

- • Accept by:
- Second by:
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Technical Report:

Discussion Items:

- Added Current Events Module to home page linking all article titles to their articles
 - Attempt to bring more attention to these articles
- Added invitation and link to accept church and organization community events on home page
- Updated Church Directory based on results of mailing
- Sports Statistics
 - I was not able to embed the statistics from OHC and CBC into our website
 - I created links from our website to these sites from both football and basketball
- Working on replacing cooling fans on transmitter
 - They are making a lot of noise and one is failing

Work pending:

- Install Studio Playlist updates, replace transmitter fans and work on recording to Production computer while broadcasting
 - Rick and Brian will meet after Basketball Season
- Kroger Rewards
 - need Jill to complete Doing Business as Paperwork

Traffic Report:

- • Total Visits – 258 down from 363
- Total Listeners – 15,640 down from 24313
- Total Listening Hrs. – 1,725 down from 2,496
- Podcasts – 88 hits in Mar. 406 hits YTD

Motion to -

- • Accept by:
- Second by:
- Motion:

Old Business:

Discussion Items:

- Financial Stability
 - 3yr-5yr Bus. Plan with David Kell MCCC
 - Goal 1 - Increase fundraising by at least 2 events per year
 - Continue with Fair Parking fundraiser
 - Greg, get permission from Madison Health to use their lot for parking
 - Pursue the movie fundraiser discussed earlier this year
 - David said that the MCCC can pay for the movie (with us giving them a shout out)
 - Target November
 - John touch base with David about our target date
 - Pursue the Meet The Teams idea that was discussed last fall for this upcoming football season
 - Before the season starts do a live broadcast at a local restaurant for each team for a % of the sales
 - Proposed sites - Flyers for West Jeff, Larry's for Mount Sterling, Phat Daddy's for London, ??? for Plain City
 - Goal 2 - Double monthly sponsorships by end of 2019
 - We currently have 11 monthly sponsors, the goal is to have 22 by the end of the year
 - Pursue contacting churches about airing their services for \$100/month
 - Have someone (new volunteer or independent contractor) do sales for the radio station
 - Independent contractor gets 10% of sales??
 - Rick will put a facebook post asking for sales rep.
 - Goal 3 - Double volunteer base by the end of 2020
 - Target getting 2 new volunteers each year for the next two years
 - Leverage Tolles Tech. and Rosedale College
 - Steve Collie, Tolles Tech. Intern Manager
 - Waiting on resumes to be turned in
 - No response
 - Rosedale College
 - No new action
 - Openly solicit new volunteers on air and in media
 - Overarching Goal - Have enough capital to purchase the equipment needed to increase our signal strength to reach all of Madison County by 2024.
 - Rick - work on detailed plan for the available options including costs, governmental approvals, any additional fees
 - United Way Grant application
 - Application filed for \$3000

- no new action
- Emergency Management participation
 - EAS hijack signal
 - someone in studio to make announcement
 - currently we can't always do this
- Madison Health "Doc Talk" segment
 - Greg talked to Dana Engle they do want to do this
 - Greg will talk to Cindy Stout
- Mt. Sterling Chamber of Commerce
 - John meet 15th of April to talk about radio station
 - John paid for membership (joint ReadyFM & John Talk Radio)
 - Brian - get graphics to John for magazine
- Procedural Documents
 - Rick – Job Description/Standard Operating Procedures
 - John can work with Rick on job description & Standard Operating Procedures
- New Church Focus Show
 - Need to develop format and content
 - Church mailing requests that interested churches contact the station
 - Ask Rebecca first then Thad about hosting this show
- Station Cleaning
 - This summer
- Stats component for High School Football and Basketball
 - The Football extension is \$59.00 and the Basketball extension is \$49.00.
 - These prices include updates for one year and require an annual renewal fee.
 - <https://fastballproductions.com>
 - Sent e-mail to board with this information
 - I created links to the OHC and CBC sites from ours
- National Day of Prayer - May 2nd
 - Sisters in the Lord are sponsoring the National Day of Prayer
 - Will have 8 speakers - prayers on different subjects
 - Would like to broadcast live from the Madison County Courthouse
 - Need to have someone to do the broadcast and run the board
 - John will observe no broadcast this year
- Will be broadcasting the London vs. Jonathan Alder baseball game on Apr. 15th
 - Done

2019 Goals

- Brian Benedum
 - Increase sponsorships/funding
 - Increase volunteers at the station eventually resulting in adding members to the board
 - Develop long term plan to save for and purchase needed equipment (ie. transmitter upgrade/remote broadcast hardware)

- Develop and implement plan to promote the radio station (ie. Get involved with the schools beyond football and basketball)
- Do a thorough cleaning of the station (I found unopened mail a year old on the desk 😊)
- Greg Eades
 - To increase annual sponsorships and donations to at least \$20,000, using a combination of monthly sponsors, show sponsors, church programs, personal donations and grants.
 - To have Rick complete a job description, procedure manual and an annual schedule/timeline. This is in case something should happen, and to help determine if more help is needed in the operations of the radio station.
 - Confirm the Fair parking fundraiser can continue, or find another fundraiser to replace it. This is our largest single fundraiser.
 - Create a new "CHURCH FOCUS" show, in which a ReadyFM staffer can either visit a different church for each show and report on the visit, or invite the pastor of each church for an interview. This may be a perfect way for Rebecca to stay on the air, and she could work out the scheduling when it is convenient for her.
 - Find new volunteers and board members. Volunteers to be trained to perform tasks such as running the board, editing, etc.
 - Create a comprehensive plan to upgrade equipment and increase our signal. The plan should include pricing, timelines and regulatory information.

Fundraiser Ideas:

- State Theater
 - Hold off until late summer or early next year
- Fair Parking Fundraiser
 - Get Permission
 - Greg will contact Dana Engle for permission to use the lot
 - Get Help from Sisters of the Lord
- Meet The Team (Football and/or Basketball)
 - Live interview at a local restaurant for each team - get % of sales
- St. Patrick's Silent Auction
 - Next February

New Business:

Discussion Items:

Closing Prayer by: John

Next Board Meeting:

- May 16th at Phat Daddy's Pizza

Action Items:

- Brian and Rick
 - Install Studio Playlist updates, replace transmitter fans, N connector and work on recording to Production computer while broadcasting
- Brian and John
 - Get bank account access updated
 - Done
- Brian and possibly John
 - Contact Debra and/or Jill to get correct out of business date for MAYCI
- Greg
 - Talk to Cindy Stout about Madison County "Doc Talk" segment
- Greg
 - Get approval for fair parking at Madison Health
- Rick
 - Determine why we have not been invoiced for SESAC and Sound Exchange
- John
 - Touch base with David Kell about the target date for the Movie Fundraiser
- Rick
 - Create a Facebook post asking for sales rep for station
- Rick
 - work on detailed plan for the available options including costs, governmental approvals, any additional fees
- Rick
 - Develop Job Description/Standard Operating Procedures documentation