

ReadyFM Board Meeting Minutes August 20th 2019

Attendees:

Brian Benedum
John Darlington
Greg Eades
Todd Rickenberg
Rick Hartman

Opening Prayer by: John

Secretary's Report:

July minutes reviewed

Discussion Items:

Motion to -

Accept by: Greg

Second by: Todd

Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- Monthly Expenses = \$1,195.69. Monthly Income = \$750. Monthly shortfall = \$445.69.
- Paid Mark \$778 for his work on the football sponsorships.
- Approved the purchase of a headset and misc. connectors and cables for Rick.
 - Approx. \$300
- John and I met with Jill on May 3rd.
 - She will file all necessary paperwork with the State and Federal Govt.
 - She will also file the paperwork for the Doing Business As ReadyFM
 - Total Fees: \$125 for Jill (paid), \$25 for DBA, around \$150 for State Filing
 - Haven't received documentation that this is done yet
 - Sent a reminder e-mail after the May board meeting, haven't received a reply yet.
 - Left a note with her secretary to update me on the status last week.
 - I did receive an approval for an extension request from the IRS
- 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)

- The last BWC statement shows a \$120 charge against our \$227.58 credit for an Installment - Period dates 7/1/15 - 7/1/16
- Update contractor agreements to include clause about not withholding taxes and WC
 - Also add a conflict of interest clause
- Need to get holder information updated at PayPal, and QuickBooks
- Kroger Rewards
 - need Jill to complete Doing Business as Paperwork

Motion to -

Accept by: Greg

Second by: Todd

Motion: Approved

Station Manager's Report:

Discussion Items:

- 4th meet the team, Madison Plains, will be this Thurs. 8/22
- Kent Holtman – has volunteered to run the board
 - Will pair with Greg for training
- Waiting to hear back from both churches for their services to be aired
- Rick received the Headset and cords he ordered last week
- Jonathan Alder now has wireless in their press box

Motion to -

Accept by: Brian

Second by: Todd

Motion: Approved

Technical Report:

Discussion Items:

- Added sponsor spots to the website so they can be played on demand
- Updated the Kroger Rewards page
- Added Banner for Kroger Rewards annual renewal
- Added London First Church of God page to Program Guide
 - Not Published pending time slot and when they start airing.
- Added menu option under High School Sports for the GOTW Schedule
 - This shows the entire season GOTW Schedule on one page
- Re-activated Mixlr
- Set up debit card on Verizon Jetpack account.
 - If we use over 6GB per month, it's cheaper to use refill cards, but the option is available to purchase data online if needed.
 - Their system is set up on a monthly schedule.
 - I initially bought a \$30 card for 500MB of data on 7/17
 - On 8/2 I bought a \$50 card for 8GB of data.
 - I was able to add the \$50 card as a payment method, but their system was scheduled to charge \$30 on 8/17 for 500MB of data.

- I upgraded to the 8GB plan and they charged \$20 for the remainder of the monthly cycle.
 - On 8/17 the plan will expire and \$50 will be charged for the next monthly cycle.
 - I also learned that plans can only be changed once per cycle.
 - First Meet the Team broadcast was just over 25MB of data.
 - Second Meet the team (just over an hour) 28MB of data
- Rick and I did a test with the complete remote setup using Mixlr and the Jetpack.
 - There was some line noise, but I was able to minimize it by adjusting the setting on the remote mixer board.
 - After we tore down Rick realized he was using the old remote mixer board, so the new board should work fine.
- Purchased:
 - 2 - Whirlwind AES/EBU 1x2 Passive Splitters \$144.00ea
 - 1 - SEISMIC AUDIO - SAXLX-2-2 Pack of 2' XLR Male to XLR Female Patch Cables - Balanced - 2 Foot Patch Cord - Black and Black \$12.99
 - 1 - Devinal 1/8 inch TRS to Dual XLR Female Y-Adapter Cable, 3.5mm Mini Jack Stereo Male to 2 XLR Female Interconnect Breakout Y Patch Cable Cord 10 Feet (3 Meters) \$16.99
 - Total: \$318.98
- Rick and I installed the new hardware and found that the over air quality was good, but not the live stream quality. There was some background buzz, and the volume was too soft.
 - I was able to use one of the new cords to connect the Production computer to the AUD Out jacks on the back of the studio board and moved the Live Stream output back to the headphone jack on the studio board. In addition, I relocated the headphones from the headphone jack to the booth out jack on the back of the studio board.
 - Now:
 - anything running to the PGM out will be going over the air
 - Anything running to the AUD out will be going to the Production Computer
 - All headphones are connected to the Booth Out and a button on the Studio Board will allow selection of PGM or AUD to go through the Booth Out jack.
 - The Live Stream output is coming from the headphones jack on the Studio Board just as it always had and is not affected by what is going out of the AUD channel.
 - I have returned the two XLR splitters for a refund of \$288, since they are not used in this configuration.
- Issue with one input on RPU
 - Does not affect football season. Will address after the season.
- Issue with one channel dropping out on Mixlr broadcast
 - Didn't have an issue on the London Meet the Team broadcast
- Fair Parking flag has been repaired and returned to the station

Traffic Report for July:

- Total Visits – 363 down from 447
- Total Listeners – 20,120 up from 17,688

- Total Listening Hrs. – 2,190 down from 2,283
- Podcasts – 104 hits in June 800 hits YTD

Motion to -

Accept by: Greg

Second by: John

Motion Approved

Old Business:

Discussion Items:

- Financial Stability
 - Goal 1 - Increase fundraising by at least 2 events per year
 - 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)
 - Send movie suggestions to John
 - Targeting November
 - Not Sat. after Thanksgiving (OSU/Mich. Game)
 - Halloween?
 - Nov. 9th – Post season games on Sat.?
 - The Shack or The Star
 - Pursue the Meet The Teams idea that was discussed last fall for this upcoming football season
 - Mad Hatter in Mt. Sterling is set for Aug. 22th 7pm - 8pm
 - Greg will run the board
 - 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
 - The Community Free Will Baptist Church & 1st Church of God is interested in having their services broadcast
 - The Community Free Will Baptist Church will be getting into contact with us when they are ready (after summer).
 - 1st Church of God
 - CD's quality is good
 - Pending discussion on logistics
 - Have someone (new volunteer or independent contractor) do sales for the radio station
 - Mark Gaver is on board
 - Mark Gaver total:
 - 14 Full Season Football Sponsors
 - 2 Team Sponsors
 - 1 Single Game Sponsor (x2)
 - Total Paid: \$778 (some sponsorships were solicited by others and not included in Marks pay calculation)
 - Madison Health showed an interest to be a football sponsor

- I will invoice them for a full season
 - Mimi's Vintage Pickin's backed out
 - 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
 - Chamber of Commerce - Volunteer Fair, Sat. Aug. 17th 10am - 2pm
 - Had about 60-70 people come through
 - Got one man's phone number, Dale Keener to help run board
 - He will be paired with Brian for training
 - United Way volunteer page on their website
 - Probably don't get much traffic for us to post there
 - Leverage Tolles Tech. and Rosedale College
 - Steve Cauley, Toles Tech. Intern Manager
 - John will contact him once school starts
 - 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
 - We were not awarded a grant this year
 - 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
 - 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
 - Rebecca is available Sat. mornings and can co-host with Thad
 - Rebecca will call Thad Fri 7/19.
 - Hasn't been able to talk to Thad
 - Jody Pickett of Cypress Church would like to be a part of the show
 - Station Cleaning
 - Monday Evening
 - Contact Ricky Skaggs Management for approval to name our studio the Ricky Skaggs Studio
 - No new action
 - Friday Night Football Video
 - Ran out of time – try again next year

New Business:

Discussion Items:

- Football GOTW board schedule all games Friday evenings at 7:00pm
 - Aug. 30th - Greg
 - Sept. 6th - Brian
 - Sept. 13th - Becky
 - Sept. 20th - Greg
 - Sept. 27th - Brian
 - Oct. 4th - Becky
 - Oct. 11th - Brian
 - Oct. 18th - Becky
 - Oct. 25th - Greg
 - Nov. 1st - Brian
- Equipment Bag Purchase
 - Rick will research and send e-mail to board
- Madison Messenger
 - \$30 – \$35 per week for advertising
 - Will put the Game of the Week schedule in as an editorial
 - Will go with the editorial instead of paying for the advertising

Closing Prayer by: Rick

Next Board Meeting:

Sept. 19th at Phat Daddy's Pizza

Action Items:

- 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
- Rick
 - Create a Facebook post asking for sales rep for station
- Rick
 - work on detailed plan for the available options of increasing our signal including costs, governmental approvals, any additional fees
- Rick
 - Develop Job Description/Standard Operating Procedures documentation
- John
 - Contact Ricky Skaggs Management about renaming studio
- Team
 - Send movie suggestions to John
- John
 - Contact Steve Cauley, Toles Tech. Intern Manager, once school starts