

ReadyFM Board Meeting Minutes December 19th 2019

Attendees:

Brian Benedum
John Darlington
Greg Eades
Rick Hartman

Opening Prayer by: John

Secretary's Report:

October minutes reviewed

Discussion Items:

Motion to -
Accept by: Greg
Second by: John
Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- New full season basketball sponsor – Shoe Sensation
 - Greg quoted \$300. Full Season Basketball is \$250, but I charged \$300 since that was what was quoted.
- Lost Red Brick as a Monthly Sponsor as of December (they are closing)
- Mr. Homewood gave a \$250 donation (\$500 total for the year)
- Monthly Expenses = \$1,195.69. Monthly Income = \$700. Monthly shortfall = \$495.69.
- End of Year Review:
 - Dec. 2018 Total Assets: 6,788.25** (**approx. \$500 in petty cash that didn't exist)
 - Dec. 2019 Total Assets: \$6,658.73 (Adjusted difference: +370.48)
 - Dec. 2018 EOY Net Income: \$1,081.89
 - Dec. 2019 EOY Net Income: \$2,937.46 (difference: +\$1,855.57)
- Restructure Seasonal FB and BB sponsorships
 - Suggest 1 sport sponsorship package for both FB and BB for \$400?
 - Other packages can be spread over both sports
 - Will sponsors still buy? Is it too expensive?
 - We will revisit this at the next meeting.

Motion to -
Accept by: Greg

Second by: John
Motion: Approved

Station Manager's Report:

Discussion Items:

- Finished a successful year in Football
- Received approval from all AD's for the Basketball Season
 - Only broadcasting boys games
- Madison Plains has internet in the gym, so all basketball games will be by internet
- Schekinah game logistics has been figured out
 - Jetpack has 3 bars in gym so internet connection should be OK
- Rick hasn't been able to meet with our intern for 3 weeks due to scheduling conflicts
- Christmas music has been playing since Thanksgiving
- The latest Sports Slam podcast has been uploaded to the website
- Don is still interested in doing Beyond the Barn.
- Need to reply to Pastor Thad about the Church Focus Show
 - We agreed that Pastor Thad can do this with support from John
- Need more volunteers for station
- RPU needs repaired

Motion to -
Accept by: Brian
Second by: Greg
Motion: Approved

Technical Report:

Discussion Items:

- Re-Added 20 The Countdown Magazine to the website
- Removed the show Un-Packin' It
- E-Mail server will be migrated in the future, will need to update e-mail clients with new server info.
 - If you experience issues with your @readyfm.com e-mail please let me know
- Created new banner for Shoe Sensation
- Unpublished Football items (Stats, Postgame Shows)
- Set up Basketball Sponsors
- Added basketball Schedules (Boys and Girls)
- Added basketball Game of the Week banners
 - They will start displaying on Dec. 29th
- Added game of the week info to basketball schedules
- Added game of the week page to High School Sports tab
- Added 2019 Football Post Season Awards page to High School Sports
- Added 2019-2020 Madison County Girls Basketball Stats (Scoring)
- Added 2019-2020 Madison County Boys Basketball Stats (Scoring)
 - Both basketball stats should be sorted 3 ways – Pts. Avg., Reb. Avg. and Assist Avg.
- Bluehost sent warning e-mail about too many directories

- Podcast Archives need re-thought
 - Only keep x # of years?
 - Send e-mail for older shows?
 - Will re-visit this at our next meeting
- Post Basketball game scores on homepage?
 - Will have to get scores from Conference websites
 - Won't do this year due to lack of time on my part
- New version of Station Playlist released
 - Need to install it sometime
- Upgraded the Centrova account to 750GB in Nov. We were at 480GB at the end of October.
 - We can downgrade the account back to 500GB after the football season.
 - I downgraded this on Dec. 3rd
 - For future reference wait until the end of the plan period to make the change. It downgraded immediately, yet we had just paid for the 750GB plan.
- Greg granted me Admin access to the Facebook page
 - I did some research on adding a 'Listen Live' button to page
 - This may be doable, but will require a lot of work
 - It may not happen until this summer
- Issue with antenna connection on RPU
- Issue with one input on RPU
 - Does not affect football season. Will address after the season.

Traffic Report for October:

- October
 - Total Visits – 768 down from 851
 - Total Listeners – 31,555 up from 24,813
 - Total Listening Hrs. – 3,515 up from 2,871
 - Podcasts – 63 hits in October 1047 hits YTD
- November
 - Total Visits – 2,302 up from 768
 - Total Listeners – 31,960 up from 31,555
 - Total Listing Hrs. – 7,386 up from 3,515
 - Podcasts – 20 hits in November 1067 hits YTD

Motion to -

Accept by: Greg

Second by: John

Motion Approved

Old Business:

Discussion Items:

- Change Bi-laws to allow Rick to vote w/ exception of items relating to Station Mgr.
 - Brian made a motion to allow rick to vote w/ exception of items relating to Station Mgr.
 - Seconded by Greg
 - Motion passed

- PSA & Website asking for volunteers
 - Greg suggested doing a Community Matters show on the station
 - We could use that opportunity to ask for volunteers and donations
- New Church Focus Show
 - Need to develop format and content
 - Thad is still interested
 - We decided that Thad could do the show on his own with help from John
 - Jody Pickett of Cypress Church would like to be a part of the show

New Business:

Discussion Items:

- Nominations of officers for 2020
 - Greg move to keep same officers in same positions for the upcoming year
 - Seconded by Rick
 - Motion Passed

Closing Prayer by: Rick

Next Board Meeting:

Jan. 16th 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