

ReadyFM Board Meeting Minutes February 21st 2019 –

Attendees:

Brian Benedum
John Darlington
Todd Rickenberg (arrived late)
Rick Hartman

Opening Prayer by: Rick

Secretary's Report:

January minutes reviewed

Discussion Items:

Motion to –

- Accept by: Brian
- Second by: John
- 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
 - BMI sent a past due notice and then a statement showing it was paid
 - I tried several times to contact them but only got voicemail
 - Stopped trying after receiving the statement indicating it was paid
 - May have been caused by the Govt. Shutdown
- Madison County Chamber of Commerce dues paid (\$200)
 - Due again next February
- Need to close out 3 accounts in QuickBooks that have a balance but no actual cash
 - MAYCI Savings
 - Petty Cash (\$4.10 current balance)
 - Cash Expense Account (type – Credit Cards)
 - Sent e-mail to Jill Spradlin asking for guidance
- 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.)
 - Still waiting for confirmation that all is done and an invoice for services
- 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
 - Only options are:
 - New Ownership

- Out of Business
 - 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 PNC bank, PayPal, and QuickBooks
- Added Podcasts for Board Meetings – Available to ReadyFM Staff – so, must be logged in to see menu item

Motion to –

- Accept by: Todd
- Second by: John
- Motion: Approved

Station Manager's Report:

Discussion Items:

- Finished with basketball season
 - Good chance for at least 1 post season game in the next 2-3 weeks
- Have 2019 football schedules for London & Jonathan Alder
- Should be easy to set up 2019 Football schedules
- Beyond the Barn will start recording new shows again since Rick is now available after the sports season
- Community Matters will not be recording new shows for a few weeks due to Greg's work on the new building

Motion to -

- Accept by: Brian
- Second by: Todd
- Motion: Approved

Technical Report:

Discussion Items:

- Created an online form for ReadyFM Staff to enter new sponsor info.
 - Let me know if you have any changes or additions

Work pending:

- Install Studio Playlist updates and work on recording to Production computer while broadcasting
 - Rick and Brian will meet after Basketball Season
- Community News page with Obituaries and Sheriff's blotter
 - Website for Obits.
 - Talk to Greg
 - Will migrate this to production and make changes as necessary
- Kroger Rewards
 - need Jill to complete Doing Business as Paperwork

Traffic Report:

- Total Visits – 389 down from 418
- Total Listeners – 23,321 down from 30,215
- Total Listening Hrs. – 2,483 down from 2,520
- Podcasts – 142 hits in Jan. 227 hits YTD (CM – Madison Health Expansion Opening #1 w/ 15)

Motion to -

- Accept by: John
- Second by: Todd
- Motion: Approved

Old Business:

Discussion Items:

- United Way Grant application
 - Greg was working on this.
 - Marci can do the forms once this info. is ready
 - No new action
- Emergency Management participation
 - No new action
- Madison Health “Doc Talk” segment
 - Greg talked to Dana Engle they do want to do this
 - Wait till after new hospital opening
 - No new action
- Madison County Chamber of Commerce
 - Membership Status
 - Paid annual dues beginning of February
 - Financial Stability
 - 3yr-5yr Bus. Plan with David Kell
 - Will set up meeting
 - See John to attend
 - MCCC Annual Dinner
 - John will attend – talk about the station
 - Diane (from MCCC)
 - Scripture Based podcast
 - No new action
 - Recruit Volunteers
 - Steve Collie, Toles Tech. Intern Manager
 - Onboard
 - Info out to kids
 - 2 – 3 weeks to get resumes
 - Rosedale College
 - No new action
 - Mt. Sterling Chamber of Commerce
 - Becky Martin
 - List of businesses
 - Would like to come to one of our meetings
 - John will attend their meeting next month
- 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.
 - Procedural Documents
 - Rick – Job Description
 - Rick – Standard Operating Procedure (ie. How to record a podcast.)
 - Fair Parking Fundraiser
 - Get Permission
 - Greg will contact Dana Engle for permission to use the lot
 - Get Help from Sisters of the Lord
 - New Church Focus Show
 - Create a flyer to all church’s asking for:
 - Service times
 - Events
 - Need a list of church addresses & phone #'s
 - New Volunteers and board members
 - No new action
 - St. Patricks Church
 - Podcast Services
 - No new action
 - Station Cleaning (sometime this summer)
 - No new action
- Jetpack replacement and cancellation of Verizon contract
 - Tried to contact Verizon to cancel account
 - They can’t do it, because I (or anyone else at the station) is not the owner of the account
 - I was told that I have to go to a “direct” Verizon Store and bring:
 - Statement

- JetPack
- Something indicating 'where I work' I assume something about the station
- My ID
- They may or may not be able to close the account
- Here is the Version store I was directed to:
 - 1725 Hilliard-Rome Rd. (614) 876-1457
- Option 2:
 - The last paper statement I have is addressed to Jacqueline Otto
 - Maybe she could contact Verizon and close the account
- Mixlr deactivation for off season
 - Still on my to do list (after post season)

New Business:

Discussion Items:

- Fundraisers
 - State Theater
 - Theater for free (they get concessions)
 - We pay for movie \$200-400
 - Sell tickets
 - Usher
 - Get profits
 - Has to be Sat. @ noon or Sat. after 10pm
 - Provide him with list of movies & he will give prices
 - Hidden Figures
 - God is Dead
 - The Greatest Story Ever Told
 - 10 Commandments
 - Left Behind
 - The Passion of the Christ
 - The Shack
 - Use churches to promote
 - Flyers for Bob Evans &/or Los Mariachis
 - Problem is how to distribute flyers
- St. Patrick's church silent auction (next year)
 - Create a package for auction (ie. free air time)
 - We get advertising and maybe a new sponsor
- Potential NCAA bracket contest (with or without prizes)
 - Will use Sportsline website – link from our website
- Sports news page on website
 - Need to meet with Greg to work out details and how to maintain

Closing Prayer by: John

Next Board Meeting:

- Mar. 21st at Phat Daddy's Pizza

Action Items:

- Fix issue with recording while broadcasting and install Station Playlist updates
 - Brian and Rick will meet after basketball season
- Greg – Contact Dana Engle about permission to use parking lot for Fair Parking fundraiser this summer