

ReadyFM Board Meeting Minutes January 24th 2019 –

Attendees:

Brian Benedum
John Darlington
Todd Rickenberg
Rick Hartman

Opening Prayer by: Rick

Secretary's Report:

November minutes reviewed

Discussion Items:

- Grant application United Way and Emergency Management & new sponsor should be under new business not Technology

Motion to –

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

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices – (Wrote off bad debt for Dave Muscarella \$225, and Dr. Hay \$200)

Discussion Items:

- Resolved issue with Bible Baptist & FUMC being a month behind on payments
 - A duplicate invoice was created for these two sponsors in August but not sent out
 - Deleted the duplicate invoice and re-associated payments to invoices
- 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.)
- Need to contact the BWC to close account and get the \$227.58 reimbursed
 - 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 Mimi's Vintage Pickin's as a new sponsor and sent out December and January invoices

Motion to –

- Accept by: Todd

- Second by: John
- Motion: Approved

Station Manager's Report:

Discussion Items:

- WJ Girls broadcast cancelled – weather, rescheduled for night of Board meeting
- WJ Girls game moved to Wed. Feb. 6th instead of the 2nd.

Motion to -

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

Technical Report:

Discussion Items:

- Installed TeamViewer on Production computer and showed Rebecca how to install on her computer so she can do work remotely
- Updated 56 Auto Banner to remove the Circleville location
- Renewed the Studio Playlist Subscription and received software updates
 - These still need to be applied
- Added new sponsor – Mimi's Vintage Pickin's
 - Created Banner
- Propose creating an online form for ReadyFM Staff to enter new sponsor info.
 - Allows all data to be collected and communicated to all necessary parties
 - Will proceed with this on the development site

Work pending:

- Community News page with Obituaries and Sheriff's blotter
 - Madison Press is completely closed even online
- Kroger Rewards
 - need Jill to complete Doing Business as Paperwork

Traffic Report:

- Total Visits – 418 down from 1,100
- Total Listeners – 30,215 up from 21,605
- Total Listening Hrs. – 2,520 down from 5,781
- Podcasts – 69 hits in Dec. 1,563 hits YTD

Motion to -

- Accept by: Todd
- Second by: John
- 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
- Emergency Management participation

- No new action
- Madison Health “Doc Talk” segment
 - Greg talked to Dana Engles they do want to do this
 - Wait till after new hospital opening
- Go Fund Me project
 - Will not pursue this – have donation options on our website
- Employing Rebecca with ReadyFM
 - Will Debra be funding this for 6 months?
 - Debra will no longer be on the board
 - Did not respond to email about funding Rebecca
 - Can Rebecca still do this?
 - Rebecca will still help without being paid
 - Will still get 10% for new sponsors

New Business:

Discussion Items:

- John meet with David Kell & Diane Alwrick from Madison County Chamber of Commerce
 - \$200/year to join
 - Want to use us as an option to advertise (be put on their website)
 - Can do a barter they advertise us for time on the air
 - Motion to join MC CC: John
 - Second: Todd
 - Motion: Approved
 - Will assign Diane to help us
 - Licensed Minister
 - Wants to do scripture-based podcast
 - Needs to talk to husband first
 - Recommend contact Steve Collie of Toles Tech. Intern Manger
 - Students in video/audio media
 - Rosedale College
 - Possible source for volunteers
 - Becky Martin – Mt. Sterling Chamber of Commerce
 - Had a list of business looking for ways to advertise
 - Would like to come to one of our meetings
- 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.
 - Financial Stability
 - 3yr – 5yr Bus. Plan (David Kell usually charges for this but won’t for us)
 - Increase sponsorship
 - Procedural documents
 - Rick Job Description
 - Fair parking fund raiser
 - Get permission
 - Get help Sisters of the Lord
 - Create new church focus show
 - New volunteers and board members
 - St. Patricks Church
 - New Pastor – May be interested in podcast
 - Younger guy, first parish
 - Do a thorough cleaning of the station
- Connection issues at Jonathan Alder – could not maintain a connection
 - Best Buy rep. thought Jetpack was failing
 - Antenna options for Jetpacks \$40 - \$200 to increase signal strength
 - New Jetpack
 - \$45 at Best Buy, \$35 at Walmart for same model
 - Buy a pay as you go \$75/month for unlimited access (Verizon Network)
 - This will save \$75/month for the non-sports season (~\$375)
 - Motion to purchase new Jetpack and cancel the Verizon Service: Brian
 - Second: John
 - Motion: Approved
 - Gain access to schools wi-fi
 - Should also deactivate Mixlr for the off season which will save \$20/month
 - This can be re-activated in the fall

Closing Prayer by: John

Next Board Meeting:

- Feb. 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