

ReadyFM Board Meeting Minutes July 18th 2019

Attendees:

Brian Benedum
John Darlington
Greg Eades
Todd Rickenberg
Rick Hartman

Opening Prayer by: John

Secretary's Report:

June 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:

- Fair Parking Profit - \$3,889.
- Star Trophy has overdue invoices.
 - I was able to talk to Jack Star and he said that Wendy was going to pay the invoices and that they wanted to continue as a sponsor.
 - I sent them June's invoice, re-activated their banner and asked Rick to resume their spots.
 - We received a \$600 check from Star Trophy
 - He paid for 12 months, so he is paid up though January 2020.
- Monthly Expenses = \$1,195.69. Monthly Income = \$750. Monthly shortfall = \$445.69.
- John and I met with Jill on May 3rd.
 - She will file all necessary paperwork with the State and Federal Govt.
 - She will also filed 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: John
 Motion: Approved

Station Manager's Report:

Discussion Items:

- Meet the teams set up for WJ, London, and MP.
- First Church of God
 - Quality of CD's are fine
 - Left message that they are good. Need to work out details of broadcast.
- Community Free Will Baptist
 - Waiting until after summer
- Fair Broadcast – 4 of 5 days. Issue on 1st day due to communication issue with fair
- Baseball CD's sold 24 at \$5.00 each

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

Technical Report:

Discussion Items:

- Added the 2019 Football Schedules to the website and activated the banner for the first game
- Purchased JetPack (\$29) and \$30 Pay As You Go Card (500 MB/mo.)
 - \$40 - 6GB/mo.
 - \$50 - 16GB/mo.
 - \$70 - 30GB/mo.
- Researched what it would take to record to the Production Computer without affecting the Live Stream
 - Need to run live stream input from a source other than the headphone jack on the board
 - Only option available after trying several options with board output is to spit off the PGM output feeding the transmitter
 - In order to do this the following equipment will need to be purchased:
 - 1 - XLR 2 channel splitter (prices from \$20 - \$300)
 - Higher end splitters have a transformer on each leg of the split to prevent signal loss
 - 2 - XLR patch cables (1 - 2 ft.)
 - 1 - Y cable XLR(2) to 1/8" male connector (prices around \$50)
 - 2 concerns:
 - how will our over the air signal be affected
 - how will the audio sound on the live stream
 - Proposed Purchases:
 - 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 (excluding tax): \$317.98
 - Will wait until funds are available
 - Move to purchase Brian
 - Greg 2nd
 - Approved

Traffic Report for June:

- Total Visits – 447 up from 264
- Total Listeners – 17,688 up from 16,401
- Total Listening Hrs. – 2,283 up from 1,652
- Podcasts – 80 hits in June 706 hits YTD

Motion to -
Accept by: Greg

Second by: John
Motion Approved

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
 - Fair Parking Review
 - Broadcast 4pm-5pm vs. 5pm-6pm
 - Setup manpower issue with 4-5 otherwise good
 - Selling water
 - Need to purchase ice and water each day
 - Give away w/ donations
 - Rick has a Cooler
 - Football Schedules
 - 1,000 good for parking
 - Additional 500 for Meet the Teams
 - 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
 - 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
 - London High School – London is set for Aug. 10th 5pm – 8pm??
 - Brian will run the board
 - West Jeff at Flyers is set for Aug. 6th 7pm – 8pm
 - Greg will run the board
 - Jonathan Alder
 - Still in planning
 - Boost (FB) upcoming meet the team nights up to \$30
 - Greg Moved to accept
 - Todd Second
 - Motion Approved
 - 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
 - 20% of sales
 - Monthly sponsorships earn 1st month payment
 - Phat Daddy's*, Wilson Printing and Mimi's Vintage Pickin's have committed to Full Season Football Sponsorships
 - *Phat Daddy's committed after our meeting
 - CD's of prior year spots for sponsors
 - Spots will be available from website for current and past sponsors
 - Exclusivity rule within city limits
 - Board voted to keep this rule as is
 - Sell as many as Football Spots as possible
 - 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
 - We will do this - John and Brian will man the table
 - Leverage Tolles Tech. and Rosedale College
 - Steve Collie, Toles Tech. Intern Manager
 - will try again this fall
 - 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
- 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 on Fri 7/19.
- Station Cleaning
 - This summer
- Contact Ricky Skaggs Management for approval to name our studio the Ricky Skaggs Studio
 - No new action

New Business:

Discussion Items:

- Friday Night Football Video
 - Go with it

Closing Prayer by: Rick

Next Board Meeting:

- Aug. 15th 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
 - Coordinate Meet the Teams for Alder
- 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