

ReadyFM Board Meeting Minutes June 18th 2019

Attendees:

Brian Benedum
John Darlington
Greg Eades
Todd Rickenberg
Rebecca Rickenberg
Rick Hartman

Opening Prayer by: Rick

Secretary's Report:

May minutes reviewed

Discussion Items:

Motion to -

Accept by: Greg

Second by: Rebecca

Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- Haven't received an invoice for Sound Exchange
 - It appears that Sound Exchange may not exist anymore.
 - We never paid them and they stopped communicating with us during the time we were working on the logistics of tracking and payment methods
- ASCAP and SESAC have been paid
 - I looked at the 2018 SESAC invoice and discovered that Debra paid the 2019 invoice back in August, but it was \$4.00 short (both invoices were stapled together).
 - I sent the \$4.00 SESAC
- 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
 - I need to get clarification on their intent
 - My assumption is that they paid the \$250 in past due and current invoices, \$300 for Football Season Sponsorship and \$50 for next month's invoice
- 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

Sation Manager's Report:

Discussion Items:

- • Ready to do Strawberry Festival
 - Old court interviewed
- Rick will be the MC for the Strawberry Festival Pageant
- FB GOTW schedule finalized
 - All games in Madison County

- All teams get 3 games
- FB team schedules finalized
- Adobe stopped working
 - The PC Dr. deleted old files and did a system restore to fix the issue
 - PC Dr. charged \$2
 - Needed to redo networking and Filezilla ftp sites, & Dropbox reinstall
- June 26th live broadcast of little league game
- London Church of God
 - still waiting on CD of service
- WJ Freewill Baptist
 - Will start after Summer

Motion to -

Accept by: Brian

Second by: Todd

Motion: Approved

Technical Report:

Discussion Items:

- Added the 2019 Football Game of the Week banners to the website
 - The first game banner will be active starting Sat. Aug. 24th and the banners will rotate each Sat. Morning
 - Still need each schools football schedule to add to the website
- Fixed networking and Filezilla FTP sites after production computer reset
- 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

Traffic Report for May:

- Total Visits – 264 up from 238
- Total Listeners – 16,401 down from 18,139
- Total Listening Hrs. – 1,652 down from 1,671
- Podcasts – 89 hits in May 605 hits YTD

Motion to -

Accept by: Todd

Second by: Rebecca

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
 - Continue with Fair Parking fundraiser - July 7th - 13th
 - Greg, got permission from Madison Health to use their lot for parking
 - Football schedule handout
 - Greg will get these printed
 - Opening day Country Music program - should draw a lot of people
 - Coverage (signup sheets available)-
 - Sunday Noon - 9pm
 - Monday - Friday 5pm - 9pm
 - Saturday 9am - 9pm
 - Need parking flags and banner
 - Debra has them and should be dropping them off at the FUMC church office for me to pick up
 - 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)
 - 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
 - Before the season starts do a live broadcast at a local restaurant for each team for a % of the sales
 - Proposed sites - Flyers for West Jeff, Phat Daddy's for London, ??? for Alder, Mad Hatter for Madison Plains
 - John can coordinate Madison Plains (Becky Martin - Mad Hatter), Rick will coordinate the others
 - Mad Hatter in Mt. Sterling is on board
 - Phat Daddy's is on board (Tuesday or Wed. nights)
- 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
 - Left voice mail with The Community Free Will Baptist Church
 - Finally got a reply back from this church. The pastor want's to wait until after summer to start. They will be getting into contact with us when they are ready.
 - 1st Church of God pending recording review
 - Canvased Downtown London (Main St. between High & 665, Plus Ernie's, Buddy's Floors, & Mandy's Daycare)
 - Left flyers at all locations
 - Have someone (new volunteer or independent contractor) do sales for the radio station
 - Independent contractor gets 10% of sales??
 - Greg will ask Mark Gaver - offer 20% (match what we did last year)
 - 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
- Station Cleaning
 - This summer
- Contact Conferences about logo/links on their sites
 - Greg said this was not a priority
- 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.

Fundraiser Ideas:

- State Theater
 - Hold off until late summer or early next year
- Fair Parking Fundraiser
 - Contact Dana Engle for permission to use the lot
- Meet The Team (Football and/or Basketball)
 - Live interview at a local restaurant for each team - get % of sales
- St. Patrick's Silent Auction
 - Next February

New Business:

Discussion Items:

- • Renaming studio to - The Ricky Skaggs Studio
 - motion to contact Ricky Skaggs mgt. for approval to name our studio Ricky Skaggs Studio
 - Motion to Accept: John
 - Second by: Rebecca
 - Motion: Approved

Closing Prayer by: John

Next Board Meeting:

- July 18th 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 West Jeff, Alder, and London
- John
 - Coordinate Meet the Team in Mt. Sterling (Madison Plains)
- 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
- Greg
 - Get Football Schedules printed for fair parking fundraiser
- Greg
 - Ask Mark Gaver about selling Football Sponsorships again this year
- John
 - Contact Ricky Skaggs Management about renaming studio