

## ReadyFM Board Meeting Minutes March 21<sup>st</sup> 2019 –

### Attendees:

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

### Opening Prayer by: John

### Secretary's Report:

January 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:

- BMI and ASCAP paid
  - Still waiting on SESAC invoice
- Need to close out 3 accounts in QuickBooks that have a balance but no actual cash
  - Done. All reports now accurately reflect actual dollar amounts.
- 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.)
    - Jill was to send me an e-mail a week ago last Monday, but I haven't received anything yet
      - Sent e-mail to Jill after the meeting – said we can wait until after tax season
- 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
        - When did MAYCI close?
          - Contact Jill & Deb (wait till after tax season)
  - Update contractor agreements to include clause about not withholding taxes and WC

- Also add a conflict of interest clause
- Issue with credit balance for Eades Insurance
  - Addressed and corrected this after the meeting
    - There were 2 invoices created for October and November
      - These invoices were deleted creating a \$100 credit
        - \$50 credit was applied to the March invoice leaving a \$50 credit for April
- Need to get holder information updated at PNC bank, PayPal, and QuickBooks

Motion to –

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

### **Station Manager's Report:**

Discussion Items:

- No report due to Rick's absence

Motion to -

- Accept by:
- Second by:
- Motion: Approved

### **Technical Report:**

Discussion Items:

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
  - Now in Production
  - Also added Madison County Church Directory (63 churches listed (35 – Lon, 7 – MS, 13 – PC, and 8 – WJ)
    - Drafted letter to be mailed & e-mailed to the churches
      - Sent to board after the meeting for review
        - Will be mailed/e-mailed in a week or two
  - Added a Church News menu item that lists any church's community events
- Kroger Rewards
  - need Jill to complete Doing Business as Paperwork
- Bluehost PHP Upgrade
  - Caused my church's website to go down due to a configuration error on their end
  - Hasn't been applied to readyfm yet

Traffic Report:

- Total Visits – 363 down from 389
- Total Listeners – 24,313 up from 23,321
- Total Listening Hrs. – 2,496 up from 2,483
- Podcasts – 142 hits in Feb. 308 hits YTD

Motion to -

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

### **Old Business:**

Discussion Items:

- United Way Grant application
  - Application filed for \$3000
    - Sponsor community matters
    - Read weekly e-mailed sponsored programs on air
- 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
      - Greg will talk to Cindy Stout
- Recruit Volunteers
  - Steve Collie, Toles Tech. Intern Manager
    - Waiting on resumes to be turned in
  - Rosedale College
- Mt. Sterling Chamber of Commerce
  - John will meet 15<sup>th</sup> of April to talk about radio station
- Financial Stability
  - 3yr-5yr Bus. Plan with David Kell MCCC
    - Rescheduled for – March 28<sup>th</sup> 5:00pm at Phat Daddys
- Procedural Documents
  - Rick – Job Description/How-To Manual
    - 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
- St. Patricks Church
  - Podcast Services
    - Not going to happen at this time
- Station Cleaning
- Jetpack replacement and cancellation of Verizon contract
  - Tried to contact Verizon to cancel account
    - Only option is to have the account holder cancel the account
      - I e-mailed Rick to contact Jacqueline about cancelling the account
        - Next payment is April 7<sup>th</sup>
      - Sent this e-mail to John
- Mixlr deactivation for off season
  - There was no way to hibernate the account, so I recorded the account settings and cancelled the account
    - I’ll create a new account using the same settings in the fall

- 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
      - Get Permission
      - Get Help from Sisters of the Lord
    - St. Patrick’s Silent Auction
      - Next February

**New Business:**

Discussion Items:

- Stats component for High School Football and Basketball
  - The Football extension is \$59.00 and the Basketball extension is \$49.00.
  - These prices include updates for one year and require an annual renewal fee.
  - <https://fastballproductions.com/>
    - Sent e-mail to board with this information
    - I will look at linking to the conference’s stat pages directly for our website

- This will eliminate the need to manually enter the data
  - Will not be able to compare stats across all county schools with this option
- Should we contact the county schools with a similar flyer used for the churches?
  - Request information on community events (ie. Plays) to be promoted on air and on the website
    - Yes – this fall in conjunction with the new school year
- National Day of Prayer - May 2
  - Sisters in the Lord are sponsoring the National Day of Prayer
    - Will have 8 speakers – prayers on different subjects
      - Would like to broadcast live from the Madison County Courthouse
        - Need to have someone to do the broadcast and run the board
- Apr. 15<sup>th</sup> we will be doing a live broadcast of the Jonathan Alder & London baseball game

**Closing Prayer by: Greg**

**Next Board Meeting:**

- Apr. 18<sup>th</sup> at Phat Daddy's Pizza (This is Maundy Thursday)

**Action Items:**

- Fix issue with recording while broadcasting and install Station Playlist updates
  - Brian and Rick will meet after basketball season
- Get bank account access updated
  - Brian and John needs to meet with Debra to get this done
- Contact Debra and/or Jill to get correct out of business date for MAYCI
  - Brian and possibly John – can wait until after tax season
- Madison County “Doc Talk” segment
  - Greg will be talking to Cindy Stout