

ReadyFM Board Meeting Minutes May 23rd 2019

Attendees:

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

Opening Prayer by: Rick

Secretary's Report:

April minutes reviewed

Discussion Items:

Motion to -

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

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- BMI and ASCAP paid
 - haven't received an invoice for Sound Exchange
 - Rick will look into this
 - Also haven't received an invoice for SESAC
 - is SESAC bi-annual?
 - After the meeting I looked at the 2018 Invoice and discovered that Debra paid the 2019 invoice back in August, but it was \$4.00 short (both invoices were stapled together). I will send the \$4.00 SESAC.
- 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, \$25 for DBA, around \$150 for State Filing

- Haven't received documentation that this is done yet
 - Sent a reminder e-mail after the meeting
- 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)
 - 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
- Live Streaming costs
 - Last 12 months (May 2018 - Apr. 2019) we spent \$681.55 for 1,580 GB Bandwidth (Internet-Radio.com)
 - Avg. \$56.80 per month, 132 GB of Bandwidth
 - Currently using Pay As You Go which is \$20 for 50GB of Bandwidth
 - We upgraded to the 500GB plan for \$25/month instead of purchasing more Bandwidth
 - This will be a fixed \$300 per year saving an estimated \$381.55 each year
 - Last year we didn't purchase more than 200GB in any given month

Motion to -

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

Station Manager's Report:

Discussion Items:

- Will get schedules for football.
- 2 churches showed interest in streaming services on air. Rick is working on getting these online.
 - London church of God
 - Free Will Baptist Church of WJ
- Antenna guide wires are good. Wire ties were flapping in the wind - Needed reattached
- Rick took 'Rock' out of the music lineup
- The Groove Yard - inappropriate music
 - Rick has talked to them

Motion to -

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

Technical Report:

Discussion Items:

- Installed new fans in transmitter (cost \$11.98)
- Installed Station Playlist Updates
- Replaced missing N Connector with a 90 deg. N Connector for RPU Antenna Cable and tested it
- 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 April:

- • Total Visits – 238 down from 256
- Total Listeners – 18,139 up from 15,640
- Total Listening Hrs. – 1,671 down from 1,725
- Podcasts – 142 hits in Apr. 522 hits YTD

Motion to -

- • Accept by: Greg
- Second by: Todd
- 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
 - Greg, get permission from Madison Health to use their lot for parking
 - Football schedule handout
 - Opening day Country Music program - should draw a lot of people
 - 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)
 - Target November
 - John touched base with David about our target date
 - 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
 - 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
 - Have someone (new volunteer or independent contractor) do sales for the radio station
 - Independent contractor gets 10% of sales??
 - 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
 - Ask Rebecca first then Thad about hosting this show
 - Rebecca available Sat. Mornings
 - can also co-host with Thad
- Station Cleaning
 - This summer
- 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>
 - Not necessary
- Contact Conferences about logo/links on their sites
- National Day of Prayer - May 2nd
 - John will observe the broadcast this year
 - Street & Train noise is an issue, 80-100 people were present
- 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
 - Contact Dana Engle for permission to use the lot
 - Get Help from Sisters of the Lord
- 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:

Closing Prayer by: John

Next Board Meeting:

- • June 20th 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
- Greg
 - Get approval for fair parking at Madison Health
- Rick
 - Determine why we have not been invoiced for Sound Exchange
- 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
 - Contact League websites about logo/links on their sites