

ReadyFM Board Meeting Minutes October 17th 2019

Attendees:

Brian Benedum
John Darlington
Greg Eades
Rick Hartman

Opening Prayer by: Rick

Secretary's Report:

September minutes reviewed

Discussion Items:

- Trying to collect and organize board/station documents
 - Annual Board Member Affirmation Statement
 - Application for Volunteer Opportunity
 - FCC Log Etiquette
 - Guidelines for Sponsorship
 - Program Director Position
 - Statement of Faith
 - Things Not To Say
- Documents referenced but don't have
 - Vision Statement
 - Mission Statement and Values
 - Conflict of Interest Policy
 - Contractor Agreement
- John, I gave you some documents when I took over as Sec. Do you still have them and can I get them back?
 - John gave me the documents he had

Motion to -

Accept by: Greg

Second by: Brian

Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- \$100 donation from the London Rotary Club
- Sent mail to each current football sponsor asking for BB sponsorship &/or Monthly Sponsorship

- Madison Health responded to be a full season football sponsor
 - They were not represented through week 7 of FB should we give them the BB Sponsorship instead of charging the \$150?
 - Decided to give them the rest of the FB season and write off their \$300 in outstanding debt (Aug. Sept. & Oct.). Then Invoice \$150 for Full Season Basketball Sponsor
- Monthly Expenses = \$1,195.69. Monthly Income = \$750. Monthly shortfall = \$445.69.

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

Station Manager's Report:

Discussion Items:

- Nickolas - new intern from West Jefferson
 - He has done behind the scenes work (ie. Adobe)
 - He did the PSA for the FUMC Trunk or Treat
 - He will get on air next week
- Would like to do pregame shows with Ron Otto calling in, but quality could be better
 - Is there a way to improve the quality of phone interviews?
 - Software options (ie Skype?)
 - How can this be incorporated into over the air or recordings?
- Basketball Season
 - Rick is still looking for schedules
- 20 the Countdown Magazine is back on
 - Same time slot
- Add poll to site – who should be aired on week 11
 - London or Alder

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

Technical Report:

Discussion Items:

- Removed 20 The Countdown Magazine from the website
 - This show is no longer available (I'll add it back in again)
- Need basketball schedules & GOTW schedule
 - Rick is working on this
- Will we be doing stats for Basketball?
 - Yes – Greg will be providing me stats
- RSS Feed of stats for Madison County Spotlight
 - Will need to Contact 3D, who maintains their website to see if they could do it

- Donated items
 - I have some desktop & laptop computers
 - Gateway 16" laptop AMD A6 w/ 4GB ram
 - Windows 10 Desktop(s)
 - Should we upgrade existing computers?
 - Desktop computers do not need upgraded
 - Will set up the laptop for Remotes after the sports season
 - Misc. adapters & such
 - I will sort through them and bring what is usable to the station
- Issue with one input on RPU
 - Does not affect football season. Will address after the season.

Traffic Report for September:

- Total Visits – 851 up from 648
- Total Listeners – 24,813 down from 28,364
- Total Listening Hrs. – 2,871 down from 3,192
- Podcasts – 52 hits in September 989 hits YTD

Motion to -

Accept by: Greg

Second by: John

Motion Approved

Old Business:

Discussion Items:

- Financial Stability
 - Goal 1 - Increase fundraising by at least 2 events per year
 - Each of us do a PSA asking for donations
 - PSA's can be recorded when convenient
 - John will record one in a week or two
 - Run regularly with the PSA's
 - 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
 - Goal 3 - Double volunteer base by the end of 2020
 - Target getting 2 new volunteers each year for the next two years

- Toles Tech
 - Intern from West Jefferson started end of September
 - He is doing a good job
 - 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
- 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 Fri 7/19.
 - Hasn’t been able to talk to Thad
 - Jody Pickett of Cypress Church would like to be a part of the show
- Station Cleaning
 - ½ done
- Electric Stapler
 - Need to donate it to a sponsor if anyone needs it

New Business:

Discussion Items:

- Change Bi-laws to allow Rick to vote w/ exception of items relating to Station Mgr.
 - All board members should be present to discuss this, so no action was taken at this meeting.
- PSA & Website asking for volunteers
 - I will work on a volunteer page for the website
- Playoff week 1 board schedule
 - Run board Nov. 8th - Brian
 - Run board Nov. 9th - Greg

Closing Prayer by: (there wasn’t a closing prayer)

Next Board Meeting:

Nov. 21st 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
 - 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