

ReadyFM Board Meeting Minutes September 26th 2019

Attendees:

Brian Benedum
John Darlington
Rick Hartman

NOTE: Due to a lack of quorum no voting was done during this meeting.

Opening Prayer by: Rick

Secretary's Report:

August 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
- John, I gave you some documents when I took over as Sec. Do you still have those and can I get them back?
 - John will look for them

Motion to -

Accept by:

Second by:

Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- 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.
 - **Charitable Registration Annual Report has been filed for fiscal year end 2018**
 - **This was done on 9/16/2019**
- She will also file 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:

Second by:

Motion: Approved

Station Manager's Report:

Discussion Items:

- Ken Holton doing pre-games, has not run board yet
- Issue on Wed.
 - Tues. night – Wed. around 4:30pm station went off air
 - Program button for computer pot was off preventing signal from going over the air
 - Rick will document procedure for recording without going over the air
- Nancy Deaver interested in doing show
 - Grandmotherly advice show
 - Rick will contact her
- Intern from Toles
 - Will meet with Rick next Monday
- 20 the Countdown is no longer being aired
- Looking for another show - CHR Weekly
- Football games going well

Motion to -

Accept by:

Second by:
Motion: Approved

Technical Report:

Discussion Items:

- Added Listen Live button to the top sidebar of the home page to make it more visible per Greg's suggestion.
- Added link to Madison County Spotlight under Community News menu item and Local Interests sidebar menu on the home page
- Added 'Post Game with Ron Otto' under High School Sports which lists all of Ron's post game podcasts.
- Added 'Madison County Football Statistics' under High School Sports which lists the county wide statistics that Greg has compiled.
 - Will be updated weekly around mid-week
 - Promote on radio, game broadcasts, Facebook, Ron Otto's postgame show
- Issue with Jetpack 'Out of Data Allowance'.
 - Went through the password reset process to regain access to the account.
 - For some reason the \$50 8GB plan expired early.
 - Had to purchase another month at \$50 since I was not allowed to change plans when it was expired.
 - New plan is \$40 for 3GB
 - Double data is active on this account so it's actually 6GB
 - I turned on autopay, so this won't happen again
 - This saves an additional \$5 on the plan
 - So, on 9/24 the plan should automatically renew for \$35 and 6GB of data
 - This did occur
 - I plan on turning off autopay at the end of basketball season
 - Should we need this during the off season it would be \$40 to start it up (without autopay, and I can't switch plans when it's expired).
- Need to watch Live Stream Bandwidth
 - Max per plan is 500GB/month we were at 370GB last month
 - If we need to upgrade, the next plan is \$36/month for 750GB of data
- Station Calendar
 - Do we still want this?
 - Decided to table it at this time but may need it in the future
 - I will play around with this in development
- Issue with one input on RPU
 - Does not affect football season. Will address after the season.

Traffic Report for August:

- Total Visits – 648 up from 363
- Total Listeners – 28,364 up from 20,120
- Total Listening Hrs. – 3,192 up from 2,190
- Podcasts – 145 hits in August 933 hits YTD
 - Top 2 Meet the Team WJ – 26; Meet the Team London - 15

Motion to -
Accept by:
Second by:
Motion Approved

Old Business:

Discussion Items:

- Financial Stability
 - Goal 1 - Increase fundraising by at least 2 events per year
 - 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
 - The Shack or The Star
 - Targeting November
 - Not Sat. after Thanksgiving (OSU/Mich. Game)
 - Halloween?
 - Nov. 9th – Post season games on Sat.?
 - **Not getting response from theater**
 - **John suggests dropping the idea**
 - **Each of us do a PSA asking for donations**
 - **Regularly air these with the other 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
 - Mark Gaver is on board for football season
 - Madison Health showed an interest to be a football sponsor.
 - I will invoice them for a full season
 - 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
 - Dale Keener
 - He backed out for now due to his schedule
 - He will contact us later if he becomes available
 - Ken Holton
 - Leverage Tolles Tech. and Rosedale College

- Steve Cauley, Toles Tech. Intern Manager
 - John will contact him once school starts
 - **Intern from Toles will be in on Monday**
 - 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
- Contact Ricky Skaggs Management for approval to name our studio the Ricky Skaggs Studio
 - No new action
 - Remove
- Equipment bag purchase
 - Bought hard shell case.
 - We cut foam to size and got everything to fit

New Business:

Discussion Items:

- First United Methodist Church Halloween event either Sat 26th or Sun 27th
 - Live remote broadcast?
 - Banner/passing out candy
 - Just promote. We don't have the time and resources during football season
- Electric Stapler
 - What to do with it?
 - Retails around \$130
 - Sells on eBay for as low as \$20 new

- Have to consider shipping costs
 - Decided to donate it to a sponsor if anyone needs it. Greg – do you need it?

Closing Prayer by: John

Next Board Meeting:

Oct. 17th 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