

## ReadyFM Board Meeting Minutes December 16th 2020

### Attendees:

Brian Benedum  
Greg Eades  
Todd Rickenberg  
Rebecca Rickenberg  
Rick Hartman  
Rich Hays  
Mike Brooks

### Opening Prayer by:

### Secretary's Report:

September minutes reviewed

### Discussion Items:

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

### Treasurer's Report:

#### Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices
- Financials compared to this month last year
  - 2020 Cash On Hand: \$4,194.43
  - 2019 Cash On Hand: \$5,846.15
    - Difference: -\$1,651.72
  - 2020 YTD Income: \$14,259.93
  - 2019 YTD Income: \$19,922.14
    - Difference: -\$5,662.21
  - 2020 YTD Expenses: \$15,867.15
  - 2019 YTD Expenses: \$17,797.26
    - Difference: -\$1,930.11
  - Profit/Loss variance to last year: -\$3,732.10

### Discussion Items:

- 2021 Licensing
  - SESAC – Last due on 1/1/2020 \$158.00
  - BMI – Last due on 1/2/2020 \$366.00
  - ASCAP – Last due on 1/22/2020 \$339.00
    - Total due last year - \$863.00

- Received a \$250.00 donation from Allen Homewood
  - Sent thank you letter and sales receipts for his tax records
- Monthly Expenses = \$1,195.69. Monthly Income = \$650. Monthly shortfall = \$545.69.
- Research other ways to get income
  - Work with Henry on Rent
  - Loans, Grants
  - Reduce Rick's Salary until next year's fair fundraiser

Motion to -

Accept by:

Second by:

Motion: Approved

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

Discussion Items:

- Basketball Season Update
  - Should we shut down Mixlr and JetPack?

Motion to -

Accept by:

Second by:

Motion: Approved

### **Technical Report:**

Discussion Items:

- Equipment Donation from London First United Methodist Church
  - Compressor (same make and model that we have)
  - Mackie 16 channel mixer
  - CD player
  - Dual Cassette Deck
  - Equalizer
- Issue with audio volume dropping out during broadcast
  - Need to diagnose and fix somehow
- Fixed issue with Podcasts not being tracked when played within browser
  - Other minor issues exist
    - Website Traffic Report page not displaying entire month when page first loads (need to page to previous month and back to show all data)
    - The Groove Yard podcasts titles recorded in tracker do not match the displayed podcast titles (only show The Groove Yard – Date and part)
      - I believe this is a result of how the Podcasts are being created
- Emergency Management participation
  - EAS hijack signal
    - Box in rack. Needs configured
      - Found manual but it was of little help
      - Found folder in desk with the CD and manuals

- Did not find the password to access the device
- Next step – look at old desktop computer

Traffic Report for November:

- Total Visits – 252 down from 999
- Total Listeners – 23,731 up from 29,867
- Total Listening Hrs. – 2,538 up from 4,536
- Podcasts – 17\* hits in October 394 hits YTD (only downloads are being recorded)

Motion to -

Accept by:

Second by:

Motion Approved

**Old Business:**

Discussion Items:

- Greg moves to make Mike and Rich board members
  - Todd 2<sup>nd</sup>
  - Approved
- CARES Grant
  - Mike will pursue this
    - We don't meet the requirements
      - Provide direct services to low-income or at-risk Ohioans in industries outside health care, education, recreation, and/or cultural activities
      - Have reduced or stopped services due to the COVID-19 pandemic
      - Are reimbursing employers as defined by Ohio unemployment law
- Retrieve Keys from John status
  - None yet
- Cloud Based Backup Solution Recommendation – Mike Brooks
  - Need IRS document that we are not for profit
    - Once they have this then we will get Google Suite for Non-Profit
- Greg asked that Mike & Rich provide feedback in a few months about how we operate
- Personal PSA asking for donations
  - Community Matters show on the station
  - Ask for volunteers & donations
- Review 'Program Director Position' document and Annual Board Member Affirmation Statement for accuracy and suggested changes
  - develop job description for Rick to be reviewed
  - Annual review of Station Manager at end of year based on Job Desc.
  - Need conflict of interest statement
- Brainstorm for Fundraisers
  - More Sponsors
- Signs at Y 142 & Elm and/or Eades office
  - Table until we are secure on funds
- PSA & Website asking for volunteers

- 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 2020
    - We currently have 9 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
      - 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
- 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

#### 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
  - Broadcast 4pm-5pm vs. 5pm-6pm
    - Setup manpower issue with 4-5 otherwise good
  - Selling water
    - Give away w/ donations
    - Rick has a Cooler
    - Need to purchase water and ice each day
  - Football Schedules

- 1,000 good for parking
  - Additional 500 for Meet the Teams
- 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
- United Way Grant
- Friday night football video

**New Business:**

Discussion Items:

- Annual Elections for President, Vice-President, Secretary, Treasurer
  - Brian is willing to keep his positions or open them up to anyone else
  - Todd would like to return to Vice Pres. If possible
  - Mike – Secretary

**Closing Prayer by:**

**Next Board Meeting:**

- January 20th at Greg's Office

**Action Items:**

- Brian
  - Contact Debra and/or Jill to get correct out of business date for MAYCI
- Brian
  - Remove John from Bank Account (who should be added?)
- 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