

## ReadyFM Board Meeting Minutes February 20th 2020

### Attendees:

Brian Benedum  
John Darlington  
Greg Eades  
Todd Rickenberg  
Rick Hartman

### Opening Prayer by: Rick

### Secretary's Report:

December minutes reviewed

### Discussion Items:

- I don't have a copy of the bi-laws to update allowing Rick voting rights at the board meetings
  - If anyone has one, please send me a copy
    - I found them (paper copy not electronic) from John's folder that I haven't scanned in yet

Motion to -

Accept by: Todd

Second by: Rick

Motion: Approved

### Treasurer's Report:

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

- Profit and Loss
- Balance Sheet
- Open Invoices

### Discussion Items:

- Station Playlist had an outdated credit card. I've corrected this and we are up to date on the subscription.
- Phat Daddy's is now a Basketball Season Sponsor (paid)
- Paid SEASAC for 2020 - \$158.00
- Paid BMI for 2020 - \$366.00
- ASCAP Paid for 2020 - \$339.00
- Paid MCCC dues for 2020 - \$200.00
- Lost Mimi's as a monthly sponsor as of Feb.
- Monthly Expenses = \$1,195.69. Monthly Income = \$650. Monthly shortfall = \$545.69.
- Annual meeting with Jill is scheduled for 9am February 21st (after basketball season)
- Jill Spradlin – paperwork filing for State and Federal Government
  - Charitable Registration Annual Report has been filed for fiscal year end 2018
    - This was done on 9/16/2019
  - Doing Business As ReadyFM

- Status pending
  - I did receive an approval for an extension request from the IRS
  - Total Fees: \$125 for Jill (paid), \$25 for DBA (not paid), around \$150 for State Filing (not paid)
- 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: Rick  
 Second by: Todd  
 Motion: Approved

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

##### Discussion Items:

- Basketball Regular Season is done
- Will be contacting Doc Sanders about Beyond the Barn broadcasts
- Station Licensing needs to be renewed (every 7 years)
  - \$12 filing fee
  - Will need addresses & contacts of board members
- Station Playlist updated to most recent version
- Church Focus Show still in the works
  - Thad with either Rebecca or John

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

#### **Technical Report:**

##### Discussion Items:

- Bluehost sent warning e-mail about too many directories
  - Podcast Archives need re-thought
    - Only keep x # of years?
    - Send e-mail for older shows?
- Post Football & Basketball game scores on homepage?
  - Need to get results from conference websites.

- May do next year.
- New version of Station Playlist released
  - Installed new version 5.40 on Wed. Jan. 22<sup>nd</sup>.
- Need Rick to review and update Sponsor on Demand spots
  - Current Basketball season is still empty
- Greg granted me Admin access to the Facebook page
  - I did some research on adding a 'Listen Live' button to page
    - This may be doable, but will require a lot of work
      - It may not happen until this summer
      - I found something that might work but haven't tried it yet
- Issue with antenna connection on RPU
- Issue with one input on RPU
  - Does not affect football season. Will address after the season.

#### Traffic Report for December:

- Total Visits – 241 down from 2,302
- Total Listeners – 45,368 up from 31,960
- Total Listening Hrs. – 4,269 down from 7,386
  - Podcasts – 19 hits in December 1,086 hits YTD

#### Traffic Report for January:

- Total Visits – 385 up from 241
- Total Listeners – 38,888 down from 45,368
- Total Listening Hrs. – 3,996 down from 4,269
- Podcasts – 37 hits in January 37 hits YTD

Motion to -

Accept by: Greg

Second by: Todd

Motion Approved

#### **Old Business:**

#### Discussion Items:

- PSA & Website asking for volunteers
  - Community Matters show on the station
    - Ask for volunteers & donations
- 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 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
      - Intern from West Jefferson started end of September
        - Had to back out
    - 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
    - Box in rack. Needs configured
  - 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
    - Thad, John and Rebecca will be working on this

### **New Business:**

#### Discussion Items:

- Idea to get station exposure and recruitment
  - High School media class write weekly or monthly promos for their school and record them
  - Youth Group from churches
  - High School computer class maintain their own schools web page on our site (restricted access to just their page)
    - Tried to get schools involved in the past but they showed little interest.

- Signs at 142 & Elm St. Y and/or Eades office
- Facebook survey
  - What would you like to hear from us
  - Volunteers

**Closing Prayer by:** John

**Next Board Meeting:**

Mar. 19th 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