

## ReadyFM Board Meeting Minutes November 18th 2020

### Attendees:

Brian Benedum  
Greg Eades  
Todd Rickenberg  
Rick Hartman  
Mike Brooks

**Opening Prayer by:** Rick

### **Secretary's Report:**

September minutes reviewed

### Discussion Items:

Motion to -

Accept by: Rick

Second by: Greg

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: \$4634.53
  - 2019 Cash On Hand: \$7115.70
    - Difference: -\$2,481.17
  - 2020 YTD Income: \$13,295.38
  - 2019 YTD Income: \$19,522.14
    - Difference: -\$6,226.76
  - 2020 YTD Expenses: \$14,612.50
  - 2019 YTD Expenses: \$16,526.07
    - Difference: -\$1,913.57
  - Profit/Loss variance to last year: -\$4,313.19

### Discussion Items:

- Sent e-mail to London Florist asking if they wished to become the Show Sponsor for The Local Church Focus Show.
  - No Reply to e-mail - Followed up with a mailed letter a week later.
    - No Reply to mailed letter.
- Received a \$20 donation from Paul Kilzer – Business Prosperity Partners – Hilliard Ohio
- Jack Star paid \$400 thru the end of the year, but only owed \$200 thru December.

- I will include with his paid Dec. invoice a letter explaining that he overpaid and has a credit thru April 2021.
- Kountry Klipping still has not paid for the Football sponsorship \$105.00.
  - I sent out a reminder letter with the November invoices.
- Received e-mail forwarded from Debra Hay
  - FINAL Due Date approaching for your charitable annual report
    - I sent it on to Jill Spradlin asking if there was anything that needed done
      - Jill requested my QuickBooks file and said she would submit the required paperwork.
        - Report files no fees were due.
- Monthly Expenses = \$1,195.69. Monthly Income = \$650. Monthly shortfall = \$545.69.

Motion to -

Accept by: Greg

Second by: Rick

Motion: Approved

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

Discussion Items:

- Football is officially over
- Local Church Focus is doing well
  - Having a hard time getting churches to interview
  - Rebecca will be going on maternity leave may affect the programming
- No Old-Fashioned Christmas
- E-Mail Christmas wishes to be broadcast on air
  - And reuse some from last year
- Shekinah Christian baseball game went well
- Basketball season
  - Full schedules for all but West Jefferson and maybe Shekinah Christian
  - OHSAA sent out a survey last week asking if they want to postpone until January
  - Fully virtual schooling – can't practice
  - If no cancellation, then games start 1<sup>st</sup> week in Dec.
- West Jefferson Production crew – football – brings a lot of people
  - May lead to us not being in the press box
    - If so, we won't do West Jeff football games

Motion to -

Accept by: Greg

Second by: Brian

Motion: Approved

### **Technical Report:**

Discussion Items:

- Bluehost updated our servers which requires updating any e-mail clients

- I believe this only affects Rick and Myself
- They also didn't complete the transition properly causing an e-mail outage of around 24 hours between 11/5 and 11/6
  - We could send but not receive
    - Issue fixed now – Bluehost credited our account for 1 month of hosting
- 10/17 broadcast issues
  - RPU
    - Corrosion in the Squelch circuit causing broadcast to be filtered out
      - Cleaning fixed the problem
  - Jetpack
    - Plan expired – was not recurring as I was told.
    - Paid for plan, but Jetpack still reports 'Out of Data Allowance'
      - Had to call Verizon and found out that the plan was not paid for even though the website said it was active.
        - It is fixed now and should be good to go for the rest of the season.
- Mike identified the issue with the monitor speakers in the studio
  - Speaker cable was too close to the Spectrum cable – causing static on the speakers
    - Mike re-positioned the cables, so they are farther apart
- Updated the Show Sponsor section of 'Become a Sponsor of ReadyFM' page
  - Removed Independent Showcase
  - Added The Local Church Focus Show
  - Renamed Sports Slam to The Madison County Sports Recap Show and added note that this show is seasonal for the high school football/basketball seasons.
  - Changed Spots from Pre-Game, In-Game and Post-Game to Pre-Game, In-Game and Halftime.
- 2020 Football Stats only through week 5 (London only reported 2 weeks)
  - Should we keep this or delete it?
    - Will keep for now with one more update
- Issue with audio volume dropping out during broadcast
  - Need to diagnose and fix somehow
- Verified that the Podcast Tracker is not capturing all hits
  - This has been suspected for a while, but I was able to confirm it.
    - Found a typo in a function that updates the podcast tracker table
      - Logic was to skip updating the table if the same user played the same podcast within a 2 hour period.
        - Variable used a – instead of a \_
    - Tested after fix and determined that it is only recording downloads not plays

#### Traffic Report for September:

- Total Visits – 639 up from 342
- Total Listeners – 27,774 up from 24,350
- Total Listening Hrs. – 3,179 up from 2,831
  - Podcasts – 70 hits in September 351 hits YTD

#### Traffic Report for October:

- Total Visits – 999 up from 639
- Total Listeners – 29,867 up from 27,774

- Total Listening Hrs. – 4,536 up from 3,179
- Podcasts – 45 hits in October 394 hits YTD

Motion to -

Accept by: Rick

Second by: Greg

Motion Approved

### **Old Business:**

Discussion Items:

- 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

### **New Business:**

Discussion Items:

- Greg moves to make Mike and Rich board members
  - Second by: Todd
  - Motion Approved
- CARES Grant
  - Mike will pursue this
- Annual Nominations for President, Vice-President, Secretary, Treasurer
  - Elections will be during the December board meeting
    - 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
- Greg asked that Mike & Rich provide feedback in a few months about how we operate

**Closing Prayer by:** Greg

### **Next Board Meeting:**

- December 16th 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