

ReadyFM Board Meeting Minutes October 21st 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: \$99
 - 2019 Cash On Hand: \$99
 - Difference: -\$99
 - 2020 YTD Income: \$99
 - 2019 YTD Income: \$99
 - Difference: -\$99
 - 2020 YTD Expenses: \$99
 - 2019 YTD Expenses: \$99
 - Difference: -\$99
 - Profit/Loss variance to last year: -\$99

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

- Jetpack
 - I thought it was set up to auto-renew, but it wasn't (plan expired)
 - I added \$20 to the account and added 3 GB of data
 - Learned that the 3 GB Data plan costs \$40/month but I can choose the add data option anytime and add 3 GB for \$20 which will last for 3 months (data boost)
- 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:

Motion to -

Accept by:

Second by:

Motion: Approved

Technical Report:

Discussion Items:

- 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.
- Verified that the Podcast Tracker is not capturing all hits
 - This has been suspected for a while, but I was able to confirm it.
 - I will investigate this issue as I have time.
- 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 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

Motion to -

Accept by:

Second by:

Motion Approved

Old Business:

Discussion Items:

- Retrieve Keys from John status
- Cloud Based Backup Solution Recommendation – Mike Brooks
- 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:

Closing Prayer by:

Next Board Meeting:

- November 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