

## ReadyFM Board Meeting Minutes September 16th 2020

### Attendees:

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

### Opening Prayer by: Mike

### Secretary's Report:

August minutes reviewed

### Discussion Items:

- Update phone/email list
  - List will be sent as a separate file

Motion to -

Accept by: Rick

Second by: Rich

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: \$4,142.78
  - 2019 Cash On Hand: \$7,190.64
    - Difference: -\$3,047.86
  - 2020 YTD Income: \$10,328.58
  - 2019 YTD Income: \$16,820.50
    - Difference: -\$6,491.92
  - 2020 YTD Expenses: \$12,087.45
  - 2019 YTD Expenses: \$13,951.13
    - Difference: -\$1,863.68
  - Profit/Loss variance to last year: -\$4,628.24

### Discussion Items:

- 2020 Football Sponsors (15 total)
  - Full Season
    - Buckeye Propane
    - Dwyer Brothers

- Eades Insurance
  - Eberle Fisher Funeral Home & Crematory
  - Ernie's Pharmacy
  - London Florists
  - Loving Care Hospice
  - Madison County Chiropractic
  - Madison Health
  - Merchants National Bank
  - Mug & Brush
  - Peter's Photography
  - Phat Daddy's
  - Wilson Printing
- One Team (Madison Plains)
  - Kountry Klippings
- Total Football Sponsorships: \$4,305
- Total Collected: \$3,000
  - Thank You Greg!!!!
- Had to reimburse the station for a credit card transaction to Amazon
  - I used the station credit card to purchase equipment in the past on Amazon
    - They used that card instead of my card for the annual renewal
- 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
    - Brian will contact London Florist about a monthly show sponsorship for The Local Church Focus Show (\$100/month)

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

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

#### Discussion Items:

- Football season has started
  - We have received confirmation of space from all remaining AD's
- The Local Church Focus Show is up and running and doing great
  - They are having some trouble getting pastors involved
- Beyond the Barn back on with new programming and going well
- Madison County Sports Recap show has started with football and is going well
- There was talk about buying a smaller gazebo for use in the stands
  - The gazebo is only needed for West Jeff (all other schools we will be in the press-box)
    - May need a smaller gazebo if we go on the road for playoff games

Motion to -

Accept by: Greg  
Second by: Brian  
Motion: Approved

### Technical Report:

#### Discussion Items:

- Fixed the RPU antenna cable.
- Madison County Football Stats are now on the website
  - Need to add a disclaimer that London has not submitting their stats
- Adobe Audition stopped working correctly possibly because of the old version and that its running on Windows 7
  - Replaced with Audacity
    - Audacity is harder to use for editing
  - A newer windows 10 computer will be available in a month or two that can be donated to the station if we can do away with Adobe Audition
- Looked into options to keep Adobe Audition
  - Need either the install CD or the product key to re-install.
    - Neither can be located
      - This means that the software cannot be re-installed on a new computer.
- Fixed missing DLL error on travel laptop
  - McAfee was corrupted
    - I just disabled it from running at startup
    - Could not delete it due to missing DLL
- Activated Mixlr for the Football/Basketball season (\$19/month)
- Activated Jetpack for the Football/Basketball season (\$40/month)
  - I was unable to log in to the My Verizon website to reactivate the jetpack
    - Verizon deactivates the jetpack and releases the phone # after 30 days of inactivity
      - Needed to create a new account to re-activate
  - Next year I need to go through the Verizon Website as if I'm a new Verizon customer and am 'bringing' my own device'.
- Made the Local Church Focus show available to the public on the website
- Live stream not working in Google Chrome or Edge (IE and Safari work fine)
  - **FIXED** – browsers were substituting https for http on the link to the stream because readyfm's website was https. This link was not valid.
    - Replaced with a different link to the stream that was https and this fixed everything.
- 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
  - Mike brought up the lack of cloud-based backup of that station's music and data
    - Mike will bring a recommendation to next month's board meeting for a cloud-based backup solution.

Traffic Report for August:

- Total Visits – 342 down from 617
- Total Listeners – 24,350 up from 18,575
- Total Listening Hrs. – 2,831 up from 1,992
- Podcasts – 49 hits in August 281 hits YTD

Motion to -

Accept by: Greg

Second by: Rich

Motion Approved

**Old Business:**

Discussion Items:

**New Business:**

Discussion Items:

- Any updates on the high school basketball season?
  - There has not been any news yet
- We need to get the station keys back from John
  - Rick will contact John to get them
  - We need Henry's approval before assigning the keys to Mike, so he will be able to run the board solo in the future.

**Closing Prayer by:** Rick

**Next Board Meeting:**

- October 21st 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