

ReadyFM Board Meeting Minutes April 14th 2021

Attendees:

Brian Benedum

Mike Brooks

Rick Hartman

Todd Rickenberg

Opening Prayer by: Rick Hartman

Secretary's Report:

March minutes were emailed for review. Any questions?

Discussion Items:

- Formal transition of Secretary's responsibilities from Brian to Mike is complete.
 - Thanks to Brian for all of the helpful content and support!

Motion to –

Accept by: Brian Benedum

Second by: Rick Hartman

Motion: Approved

Treasurer's Report:

Review Financial Reports (available upon request):

- Profit and Loss
- Balance Sheet
- Open Invoices

Discussion Items:

- Crossroads Community Church is donating 10% of tithes monthly to support the station (no naming or presence desired)
- Chamber of Commerce is looking to do a Chamber Committee spotlight with a \$200 sponsorship going forward
- Review new sponsor leads
 - London Florists
 - Cappy's Pizza
 - RE/MAX \$100 month
 - Plain City Church Services
- Rick's pay for March - \$650

Motion to -

Accept by: Mike Brooks

Second by: Rick Hartman
Motion: Approved

Station Manager's Report:

Discussion Items:

- Local Church focus has been going very well – getting a new show and keeping it fresh. Thanks to Rebecca for all her help and efforts.
- Call out that three new coaches will be heading Madison County football teams this year. Looking to do some introduction shows with them in August.

Motion to -

Accept by: Brain Benedum
Second by: Mike Brooks
Motion: Approved

Technical Report:

Discussion Items:

- Website was down from about 4pm on 3/30 to 8am on 3/31
 - Re-installed Joomla to fix the HTTP 500 error
 - Possibly a corrupted file
- A folder with the E-Mail accounts got deleted somehow on or around April 1st
 - Bluehost has restored the folder from a backup taken on April 1st
 - The restore took 2 days to happen, so e-mail was down from April 1st to April 2nd
 - I sent a test email while it was down, but the e-mail did not go through, and it was not rejected, so the sender has no indication that the e-mail did not go through
- Review of reworked home page of website focusing on locally produced content
 - The team liked the work, but decided Brian's suggestion for version 2 would be better
 - Brian will re-mock the version 2 and present for approval before the next meeting

Traffic Report for April:

- Total Visits – 220, down from 538
- Total Listeners – 41,881, up from 22,980
- Total Listening Hours – 3,721, up from 2,297
- Podcasts – 213, up to 485 for the year

Motion to -

Accept by: Mike Brooks
Second by: Rick Hartman
Motion Approved

Old Business:

Discussion Items:

- Retrieve Keys from John status
 - This is now complete.
- Cloud Based Backup Solution Recommendation – Mike Brooks
 - Now have Google for Non-Profit Suite
 - 30GB per account of cloud storage
 - Planning to revisit in May or June to schedule for early Summer – cannot wait until Fall to do this, need to be done before Fall sports.
 - Looking at late July, early August
- Personal PSA asking for donations
 - Community Matters show on the station
 - Ask for volunteers & donations
- Brainstorm for Fundraisers
 - More Sponsors
- Madison Health “Doc Talk” segment
 - Greg talked to Dana Engle they do want to do this
 - Greg will talk to Cindy Stout
- Talked about bettering Facebook presence for the station. Group agreed to start posting regularly.
- Need to seek adoption of a DEI Statement for the Radio Station.
- Need to determine what the upcoming 2021 football schedules will look like.

New Business:

Discussion Items:

- Need to start planning for the Fair Parking Fundraiser.
 - Need to ask for permission to use the Medical Center Parking Lot from Madison Health.
 - Need to ask Greg to do this for us soon. (Mike will look for the paper docs of what was sent last year, i.e. COVID).
 - Fair will be week of July 12 (baseball championship will be about two weeks before)

Closing Prayer by: Mike Brooks

Next Board Meeting:

- May 12th at Greg’s Office