

ReadyFM Board Meeting Minutes July 21st 2021

Attendees:

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

Opening Prayer by: Rich Hayes

Secretary's Report:

- No meeting in June
- July meeting postponed one week due to fair

Motion to –

Accept by: Brian Benedum

Second by: Rick Hartman

Motion: Approved

Treasurer's Report:

- Fair Parking total for the week: \$3,022
- Crossroads Donation - \$180.06
- Bank service charge of \$3.00
- CD Sales
 - Total CDs order for 10U Baseball game = 29
 - Total CDs ordered for 12U Softball game = 12
 - Cash collected (and placed in box) \$165
 - Checks collected (and placed in box) 4 for \$50
 - \$ still to be collected – 4 CDs = \$20
- Review new sponsor leads
 - London Florists
 - Cappy's Pizza
 - Todd - broadcast your Church services?
 - Remax \$100 month
 - Plain City Presbyterian Church Services

Motion to -

Accept by: Greg Eades

Second by: Rich Hayes

Motion: Approved

Station Manager's Report:

- Working out details for the "Meet the Team" for Madison County football teams
- Mike will help Brian run studio for Rich and Rick (work schedule permitting)
- Independence Day fireworks show went well, timing was off slightly at the end, but it was due to a communication discrepancy on the length of the show – Board agreed it was really good though
- Looking to find some regular volunteers for the station

Motion to -

Accept by: Brian Benedum

Second by: Rich Hayes

Motion: Approved

Technical Report:

- RPU Antenna Cable Right Angle connector was broken due to soldered wire coming loose
- Re-Soldered the connection and taped connector to cable
 - Need to replace with different connector
 - No way to crimp cable so solder connection is easily broken
- I will be setting up the Jetpack and Mixlr this week in preparation for the FB and BB season.
- Traffic Report for June:
 - Total Visits - 472 up from 268
 - Total Listeners - 34,986 up from 34,066
 - Total Listening Hrs. - 3,252 down from 3,321
 - Podcasts - 252 hits in June, 1,203 hits YTD
- The board voted on the expenditure of \$400 for a new travel headset for the remote broadcasts
 - Motion made by Brian Benedum
 - Seconded by Greg Eades
 - Vote was approved unanimously by the rest of the Board

Motion to -

Accept by: Mike Brooks

Second by: Rick Hartman

Motion Approved

New Business

- Rich Hayes spoke with the Steve at London Florist, still waiting on reply
- Verizon at Eagleton is offering a free backpack day and the group decided to make a promo for them and broadcast for the community
- Review of Fair Parking fundraiser (recap)
 - A couple people asked about a "week pass," but the Board agreed it is most likely not possible

- Also talked about adding a “LOT FULL” sign for next year – communication was tough, and overcrowding happened several times
- Football Sponsorships
 - It is \$300 for the football season (10 games plus playoffs)
 - Rick Hartman motioned to increase the cost to \$350
 - Mike Brooks seconded the motion
 - The Board agreed unanimously to make the change
- Need to create a ReadyFM GroupMe Board group (**NEW**)

Old Business

- 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
- Madison Health “Doc Talk” segment
 - Greg talked to Dana Engle they do want to do this
 - Greg will talk to Cindy Stout
- Need to seek adoption of a DEI Statement for the Radio Station
- Talked about bettering Facebook presence for the station. Group agreed to start posting regularly
- Need to create a survey for the active sponsors at the end of 2021 – need to focus on why the spent money with the station, their thoughts on exclusivity rights, new features or options they would like, etc.

Closing Prayer by: Rick Hartman

Next Board Meeting: August 11, 2021 @ Greg’s Office Cancelled