

## **ReadyFM Board Meeting Minutes May 12th 2021**

Attendees:

Brian Benedum

Mike Brooks

Rick Hartman

Todd Rickenberg

**Opening Prayer by:** Rick Hartman

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

April minutes were emailed for review. Any questions?

Discussion Items:

- Brian did not get the minutes
- Need to check web for posted recording

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:

- Review new sponsor leads
  - London Florists
  - Cappy's Pizza
  - Todd - broadcast your Church services?
  - REMAX \$100 month
  - Plain City Presbyterian Church Services
  - Chamber Spotlight - \$200 month
- Added a new sponsorship category
- Spotlight Sponsorship - \$200/month
  - Your business will have a dedicated 5 min. segment at the same time each day. Each week a new segment will air spotlighting a different aspect of your business, or providing information related to your business.

- Your business's banner will also be included in the sponsor slide show at the bottom of every page of the ReadyFM website. These banners also link back to your business's website.
- Need to touch base on the potential wording for these posts.
- Crossroad's donation 10% of tithings around \$200 month
- Rick's pay for April - \$330
- Domain Privacy expired
  - Purchased another year at \$16.05

Motion to -  
 Accept by: Mike Brooks  
 Second by: Todd Rickenberg  
 Motion: Approved

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

Discussion Items:

- Strawberry festival will happen, but there will not be a parade
  - Hoping to interview participants
  - June 1st recording for royalty
- June 2nd mask mandate ends
- June 27th at 5 PM is the senior parade
  - Teachers are mentioning the radio spots option
  - Got three more on top of the four we had this week
  - May look to include other schools in county
- We were asked to do the soundtrack for the London July 4th fireworks
- Still waiting to see what's going to happen with county football

Motion to -  
 Accept by: Brian Benedum  
 Second by: Mike Brooks  
 Motion: Approved

### **Technical Report:**

Discussion Items:

- Rick offered to purchase Adobe Audition, but the production computer was running Window 7.
  - I have donated a new desktop computer running windows 10 with better specs.
  - I have also set up an existing readyfm1051@gmail.com email account to use the Google drive to transfer files between the production and station computers.
  - This should resolve the File Sharing issue between Production Computer and Station Server.
  - Resolved issue with files not saving properly.
  - The external hard drive (J drive) was failing.

- I copied the drive contents to the internal hard drive of the new computer (D drive) and disconnected the external drive.
- I worked on setting up Windows file sharing between the Production and Studio computers.
- The Studio computer can see the Production computer and I created a share for the entire D drive.
- The Production computer does not see the Station computer on the network for some reason.
- I need to look and see if both computers are connected to the Belkin router, or if the Station computer is connected directly to the Spectrum modem.
- We exceeded our 500GB streaming bandwidth for April.
  - I had to upgrade the plan to the \$35/mo. Plan (750GB) to get the streaming working again.
  - I'll monitor this and drop it back to \$25/mo. If we are ok in May.
  - Review of reworked home page of website focusing on locally produced content.
- Ellipsis Jetpack Recall - overheating issue
  - Verizon will be sending a return kit in 6-8 weeks from 4/17.
  - A new jetpack will be sent upon receipt of the return kit.
- Updating website to new design after board review and approval this weekend.
- Traffic Report for April:
  - Total Visits – 359, up from 220
  - Total Listeners - 42,256, up from 41,881
  - Total Listening Hours - 3,630, down from 3,721
  - Podcasts - 220 hits in April, 706 hits YTD

Motion to -

Accept by: Rick Hartman

Second by: Mike Brooks

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.
- 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)

**New Business:**

Discussion Items:

- None

**Closing Prayer by:**

**Next Board Meeting:**

- June 9th at Greg's Office