

## **ReadyFM Board Meeting Minutes November 10th 2021**

Attendees:

Brian Benedum

Greg Eades

Todd Rickenberg

Rick Hartman

**Opening Prayer by:** Rick

**Secretary's Report:**

None given.

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 Invoice

Discussion Items:

- Madison County Chiropractic has yet to pay. I sent a reminder with the November invoices.
- Todd raised a question on the Profit and Loss Report about the \$1,000 reported as Station Sponsor Income.
  - I researched this and it was the Madison County Chamber of Commerce Spotlight Sponsorship. I needed to create a corresponding account to go with this item. QuickBooks defaulted to the Studio Sponsor account when I created this item.
  - I also noticed that there was a -\$110 Radio Station Income line on the Profit and Loss report. This is the \$10/month discount given to the sponsors that are members of the Madison County Chamber of Commerce. I corrected the Account/Item tables, so this is reported correctly as well.

Motion to -

Accept by: Greg

Second by: Rick

Motion: Approved

**Station Manager's Report:**

Discussion Items:

- Basketball Schedules to be done

- Want to start broadcasting games in December
  - Will try to do one game a week with most of them being Friday or Saturday games.
    - Brian is unavailable for weeknight games, so the focus will be on broadcasting weekend games.
  - Starting in December will allow for 10 – 15 broadcasts without needing to do 2 or 3 games a week.
- Probably no Girls games
- 1 or 2 Shekinah Christian Games

Motion to -

Accept by: Brian

Second by: Greg

Motion: Approved

### Technical Report:

#### Discussion Items:

- New version of Joomla out
  - Testing on development site
  - Need to wait for developers to release their Joomla 4.0 compatible components before we can upgrade.
- The Jetpack has not buffered too many times over the past several games but still want to port the number to Rich's Verizon account. (\*\* See New Business \*\*)
  - About \$20/month year round
- Studio 1 and Studio 2 computers are up and running
  - Have used the studio 2 computer for the football broadcasts for the last several games
- Need a common drive for both computers for Station Playlist. This will prevent Rick from having to create a new schedule for Studio 2 before swapping computers since the data will be stored in one common location for both computers.
  - I recommend a network drive (NAS) drive. Cloud storage would require that the data be synced to each computer which is not instantaneous as it would be with a NAS drive.
    - Provides instant access (no syncing from cloud)
    - A 4 terabyte drive costs around \$180 (plus tax)
    - Can be used for backup, but it's not off site
    - Need a little over 100 MB of storage - which would require purchasing additional storage from cloud services
  - Rick said that he has been swapping over to Studio 2 to reboot Studio 1 and do Windows Updates. There is no need to create the schedule for Studio 2 unless Studio 1 would be down for an extended period of time (Only music, no spots, liners, etc.).
- Remote Broadcast Instruction sheet
  - These instructions have been updated and are in a binder on the equipment rack.
- Switching to Backup computer (Studio 2) Instruction Sheet
  - These instructions have been written and are in a binder on the equipment rack.
- Centrova has not been showing the traffic data history for the past several weeks.
  - They do show the current number of listeners.
  - I have not received the October traffic file yet, so I don't have listener data for October.

- The Data Transfer shows 0GB used although there are active listeners to the stream.
  - I can't find any contact information on the Centrova site to contact about this issue
- Per the discussion during the board meeting, I will research changing streaming providers, and/or find contact information for our current streaming provider.
- I have the basketball schedules up on the website (West Jeff is incomplete and there is a conflict with Shekinah Christian vs. JA game in February)
  - Rick said that West Jefferson's schedule is now updated. I will update the website accordingly this weekend.
  - Rick will work on setting up the Game of the Week schedule for the basketball season.

Traffic Report for October (data is not available):

- Total Visits - 999 down from 642
- Total Listeners - 999 down from 25,692
- Total Listening Hrs. 999 down from 2,219
- Podcasts - 113 hits in October, 1,726 hits YTD

Motion to -

Accept by: Greg

Second by: Todd

Motion Approved

### **Old Business:**

Discussion Items:

### **New Business:**

Discussion Items:

- Purchase of a protective box like the one for the equipment for the headsets
  - Rick - Motion to purchase a protective box for the headsets not to exceed \$100
    - Second – Todd
    - Approved
- Rick/Greg will create a Facebook post about getting a color commentator for the basketball season
- Greg suggested that the station get their own Verizon account instead of linking the Jetpack to Rich's account. This will:
  - Provide a phone that Rick can carry to conduct station business
  - Give better/faster response to anyone trying to call the station since the current phone is not mobile and the station is not manned on a regular schedule.
  - Brian raised concerns about the cost of a Verizon plan since the station is about \$400 short of break-even and is relying on Fair Parking and Football/Basketball sponsorships to make up the difference.
  - Brian will research the cost and options for getting a Verizon account for the station.
    - Basic plan
    - Include a phone
    - Port Jetpack number to plan

- Are there discounts for non-profit organizations?
- Todd brought up an issue where one of the Community Matters interviews had been edited and re-posted on Facebook that distorted the actual interaction.
  - He replied with a link to the actual podcast with a comment about listening to the full un-edited version.
  - There was discussion about edited the intro and/or outro to each of the locally produced shows to state that the content is the sole property of ReadyFM, but no final decision was made on what should be done if anything.
- Greg brought up the idea of syndicating the Beyond the Barn show and selling it to other Ohio radio stations.
  - Rick will need to check on the specifics as to whether we could do this, but he believes that we could sell the recordings, but not simulcast the live broadcast. We would also be limited to other LP radio stations.
- Nomination for Annual Elections for President, Vice-President, Secretary, Treasurer
  - Greg Moved to keep positions the same and this was seconded and approved:
    - Pres. - Todd
    - Vice Pres. - Rich
    - Treas. - Brian
    - Sec. - Mike

**Closing Prayer by:** Rick

**Next Board Meeting:**

- December 8th at Greg's Office