

ReadyFM Board Meeting Minutes March 9th 2022

Attendees: Brian Benedum, Mike Brooks, Rick Hartman, and Todd Rickenberg

Opening Prayer by: Rick

Secretary's Report

Discussion Items:

- Recording quality is low, do we want to continue?
 - Yes, Mike will investigate an omnidirectional microphone option.

Motion to -

Accept by: Brian

Second by: Rick

Motion Approved

Treasurer's Report

Discussion Items:

- Madison County Chiropractor is now five months late on the invoice. Brian hand delivered an invoice before today's meeting.
- Still waiting on ASCAP invoicing.
- Brian received a secondary invoice SESAC, but we had already paid. Brian confirmed that in the bank and is holding the invoice and will not duplicate.
- Jack Starr is one month behind, but only had a \$10 balance. Brian expects them to pay in full this month most likely.
- P&L shows \$2,772.28 income, \$3,493.47 in expenses.
- Y-o-Y performance is positive (vs. 2020).

Motion to -

Accept by: Mike

Second by: Todd

Motion Approved

Station Manager's Report

Discussion Items:

- Basketball season is over.
- Purchased compressor and got better sound. But the sound is still not good compared to previous seasons.
- We have not ordered the new headset yet – Richard only made one game. But we will look to purchase the second one before football season.
- There will not be a district postseason basketball game.
- We will be doing the announcements for the parade again in June.
- Still pursuing Josh leading specials in the Community Matters space.
- There is a chance we may get some advertising dollars from the marketing firm responsible for the Madison County solar farms (two moving forward, 1-2 still being considered).
- Rick will reach out to Wolverton about the athletic calendar for the Fall.
- We will be doing the LABC championship game this year.

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

Technical Report

Discussion Items:

- There was an outage at the beginning of the month with our site – Blue Host updated PHP and did not send announcement.
- Brian thinks the studio board is on its last leg. There is a channel that is failing. An equivalent board would cost about \$2,000. We will keep an eye on it and decide as soon as possible.
- Live stream has continued to increase, and we are now up to a \$65/month 1.5 TB. However, there are five users from the UK, and this may be the reason. Brian is investigating other streaming options. A change would require a TuneIn app upgrade and the website and station playlist.
- Rick added the streamlining link to the site called radio-DOT-garden. It lets people listen to 24/7 streaming sites all over the world. It was free.
- Brian bought a component to upgrade the components for the music library. He taught Rick and Mike how to use it. It is being tested in DEV.
 - Rick motioned to promote this to production
 - Mike seconded.
 - Unanimous voting 4:0 – motion passed.

Traffic Report for January/February:

- Total Visits – 213 down from 261
- Total Listeners – 82,750 up from 70,199
- Total Listening Hours – 5,831 up from 5,269
- Podcasts – 4 up from 0

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

New Business

Discussion Items:

- None

Old Business

Discussion Items:

- Need to create a ReadyFM GroupMe Board group

Closing Prayer by: Rick

Motion to adjourn by Mike and seconded by Brian.

Next Board Meeting: April 20th, 2022 at Phat Daddy's Restaurant from 6:00 - 7:00 PM (EST)