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The Voice of Madison County

**ReadyFM Board Meeting Minutes**

*Wednesday, August 17, 2022*

**Attendees:**

- Brian Benedum
- Mike Brooks (provided opening prayer)
- Rick Hartman
- Rich Hayes (provided closing prayer)
- Todd Rickenberg

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## Secretary's Report

### Discussion Items

No notes this month.

### Motions

**Accept:** Rich | **Second:** Rick | **Approval Voting:** 4 (yes) : 0 (no)

## Treasurer's Report

### Discussion Items

- 1) Football sponsors are now up to 10 confirmed and most have paid. There will be four invoices for the open items.
- 2) 56 Auto may be in, and London Florist asked for
- 3) DiamondZ needs a follow-up from Mike.
- 4) The station is at \$3,500 proceeds in football and basketball sponsorships so far.
- 5) The cell phone was purchased for the station (it is an A13 and was \$249.99 total, being paid monthly - ~\$35/month).
- 6) Call forwarding is setup at the station now too – if someone calls the station, it will ring to the cell phone. Dialing \*72 will start, \*73 will stop.
- 7) Added post-approval:
- 8) All open invoices have cleared.
- 9) P/L is positive over \$2K.

### Motions

**Accept:** Mike Brooks | **Second:** Rich Hayes | **Approval Voting:** 4 (yes) : 0 (no)

## Station Manager's Report

### Discussion Items

- 1) All three meet-the-teams went very well. There was good participation, and everything went very well.
- 2) We have decided that we will cover West Jeff playoff games since they will be on Saturdays.
- 3) We did find a secondary backup in Ken Holton. He has done it before and would do the games only if Rich and Greg couldn't make it.
- 4) We will not be doing the sports show this year.
- 5) We were able to use the new headset and it worked much better.
- 6) Rick is ready to go, and the season should be good.

## Motions

**Accept:** Rich Hayes | **Second:** Mike Brooks | **Approval Voting:** 4 (yes) : 0 (no)

## Technical Report

### Discussion Items

- 1) All the banners are up on the site.
- 2) Footballs changes are in and ready.
- 3) The development site is completely updated and viewable – the changes should go to production soon.
- 4) Site visits were 235, down from 239
- 5) Total listeners were 18,254, up from 13,631
- 6) Listening hours was 1,443, up from 1,323

### Traffic Report (for July)

- Total Visits – 239
- Total Listeners – 13,631
- Total Listening Hours – 1,323

## Motions

**Accept:** Mike Brooks | **Second:** Rick Hartman | **Approval Voting:** 4 (yes) : 0 (no)

## New Business

- 1) Facebook for football – Rick will put some notes on tonight for the game. Board agrees unanimously and possibly other games through the season.
- 2) Rich will be working on a couple other sponsorships; he will advise as soon as he gets caught up on them.

## Old Business

- 1) We need to add a quick liner advertisement on the radio and notes on the web about the change to do only London football.

## Motion for Adjournment

**Motion:** Mike Brooks | **Second:** Rick Hartman

## Next Board Meeting Details

Wednesday, September 14, 2022 at Phat Daddy's Restaurant from 6-7:00pm.