



105.1 / [www.readyfm.com](http://www.readyfm.com)

*The Voice of Madison County*

## **ReadyFM Board Meeting Minutes**

*Tuesday, August 8th, 2023*

### **Attendees:**

Brian Benedum  
Rick Hartman  
Rich Hayes  
Todd Rickenberg  
Rebecca Rickenberg  
Ken Holton

### **Opening Prayer by: Rich**

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

#### Discussion Items

- No items to discuss

#### Motions:

- Accept –
- 2<sup>nd</sup> –
- Approved

### **Treasurer's Report:**

#### Discussion Items

- Fair Parking Profits
  - \$3,076.16 (Report available online)
- FB/BB Sponsors
  - 9 confirmed sponsors
    - All Seal, All Scapes, The Red Brick Tavern, The Butcher Block are all possible sponsors
    - CK Signs will probably do merchandise for Sponsorship (\$350 worth)

#### Financial Reports (reports available online):

- Open Invoices

- Balance Sheet
- Profit & Loss
- YTD Financials compared to prior year

**Motions:**

- Accept – Rich
- 2<sup>nd</sup> – Rick
- Approved

**Station Manager's Report:**

**Discussion Items**

- Meet the teams scheduled for Madison Plains and West Jefferson
- Still working on London but might not happen due to scheduling
- Ken will be doing color for the Washington game
- We are good to broadcast all London games (From London's AD)

**Motions:**

- Accept – Brian
- 2<sup>nd</sup> – Rich
- Approved

**Technical Report:**

**Discussion Items**

- Football Schedules are on the website
- Game of the Week schedule is on the website
- Game of the Week banners are active

**Traffic Report:**

- Total Visits - 162 down from 168
- Total Listeners – 41,528 up from 36,878
- Total Listening Hrs. – 2,959 up from 2,725

**Motions:**

- Accept – Rick
- 2<sup>nd</sup> – Rich
- Approved

**Old Business:**

**Discussion Items**

- Fair Parking Review
  - Card Reader was not very reliable, but it did work
  - Not a great turn out for the fair, but we didn't have any issues with parking

**Motions:**

- Accept – Brian
- 2<sup>nd</sup> – Rick
- Approved

## **New Business:**

### **Discussion Items**

- ReadyFM Re-Branding
  - New Format – Classic Country/Bluegrass
    - 70's, 80's and 90's Country
    - Gospel Sunday's
      - FUMC service will be moved to a Sunday timeslot
    - Still maintain Christian valued leadership with programming decisions.
    - Continue High School Sports
    - Continue Community Events
    - Continue Locally Produced Shows (Beyond the Barn)
  - Will need a new slogan (The Voice of Madison County is our current slogan)
  - Re-Do Graphics on Website
    - New Logo
    - Programing Changes (Old Time Radio, Gaither Homecoming, 20 The Countdown Magazine, Christian Music Rewind, Worship with Andy Chrisman)
    - Home Page Text
    - Prayer Center will be removed
    - About Us – update wording
  - Impacts of changing ReadyFM:
    - Website Domain Name
      - Can change but will need to purchase new domain name and pay for hosting (\$35/yr)
      - Can re-direct readyfm.com to new domain until it expires on 5/2/24
      - Will lose emails xxx.readyfm.com ([rickhartman@readyfm.com](mailto:rickhartman@readyfm.com), [webadmin@readyfm.com](mailto:webadmin@readyfm.com), [treasurer@readyfm.com](mailto:treasurer@readyfm.com), [donations@readyfm.com](mailto:donations@readyfm.com), etc.)
        - Email accounts are part of the web hosting not domain hosting
        - Will need to change the PayPal account e-mail address
    - Will need to get Jill Spradlin to submit new paperwork for 'Doing Business as..'
      - Will need to update information at the bank
  - Other things to consider
    - Brand recognition (we are known as ReadyFM)
    - Anyone with browser Bookmarks will need to update the link
      - Radio Garden is an example of a website link that would need to be updated.
    - ReadyFM is not tied to the Christian programming
  - Will need to promoting the change in programming
    - Radio Spots
    - Ad in the Messenger
    - Announcements during football broadcasts
  - Results of board discussion:
    - We will still be Christian based with decision making

- We will keep the ReadyFM domain and incorporate it in a new logo
- We will change the slogan to something else
- We will target January 1<sup>st</sup> 2024 for the switch over
  - Christmas music will buffer the Christian music and Country music
- FB Season Staffing Coverage
  - Would like to get Ken up to speed on running the board but Brian is able to cover all football season at the station.

**Motions:**

- Accept – Brian
- 2<sup>nd</sup> – Rich
- Approved

**Closing Prayer by: Rich**

**Motion for Adjournment by:**

- Accept – Rich
- 2<sup>nd</sup> – Brian
- Approved

**Next Board Meeting:**

Wednesday September 13<sup>th</sup> at Phat Daddy's 6:00pm – 7:00pm

**Action Items:**

**Rich** – Follow up with Red Brick Tavern about sponsorship.

**Rick** – Follow up with Greene & Sons about sponsorship.