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The Voice of Madison County

ReadyFM Board Meeting Minutes

Wednesday, December 13th, 2023

Attendees:

Brian Benedum
Rick Hartman
Todd Rickenberg

Opening Prayer by: Rick

Secretary's Report:

Discussion Items

- Nothing to report

Motions:

- Accept –
- 2nd –
- Approved

Treasurer's Report:

Discussion Items

- \$10 online donation during last football game.
- \$200 donation from Debra Hay.
- Star Trophy cancelled sponsorship as of the end of Dec.

Financial Reports (reports available online):

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

Motions:

- Accept – Rick

- 2nd – Todd
- Approved

Station Manager's Report:

Discussion Items

- Basketball season has started. We broadcasted our first game of the season. All AD's have approved us broadcasting the scheduled games.
- There are now over 1,000 songs for new format
- We have 3 syndicated shows (all free)
 - Gospel Country Countdown
 - The Bluegrass Gospel Hour
 - Music for the Mountain Bluegrass
- Ron has created new liners
- We will be recording a video after Friday's basketball game about the new format

Motions:

- Accept – Brian
- 2nd – Todd
- Approved

Technical Report:

Discussion Items

- Re-visited and updated all schools basketball schedules.
- Updated Podcast system on the website for 2024.
- Added basketball scores to home page and team schedules.
- Re-downloaded the production site to development in preparation to re-apply the formatting changes (final test run)

Traffic Report:

- Total Visits - 705 down from 746
- Total Listeners – 13,830 up from 3,953
- Total Listening Hrs. – 1,772 up from 1,345

Motions:

- Accept – Rick
- 2nd – Todd
- Approved

Old Business:

Discussion Items

- There is a need for new microphones for station (3 mics and 1 crowd mic)
 - This will be discussed at future meetings once costs and available funding is reviewed.
 - Studio Mics (3) - Shure SM58 - \$99.00 ea.
 - Crowd Mic - ???

- ReadyFM Re-Branding
 - CK Signs – has our logo and has converted it for use on shirts, banners, etc.
 - Have new banner (the cost was only \$55)
 - Syndicated Shows
 - Currently have 3 shows – all free
 - Other ways to promote change in format
 - Madison Messenger
 - Do a video for Facebook

Motions:

- Accept – Rick
- 2nd – Todd
- Approved

New Business:

- Basketball broadcasts
 - The schedule has been set and Rebecca will be doing all of the Tuesday games and Brian will be doing all of the Friday games.

Motions:

- Accept – Brian
- 2nd – Rick
- Approved

Closing Prayer by: Rick

Motion for Adjournment by:

- Accept – Brian
- 2nd – Rick
- Approved

Next Board Meeting:

Wednesday January 10th 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.