



105.1 / www.readyfm.com

The Voice of Madison County

ReadyFM Board Meeting Minutes

Wednesday, November 8th, 2023

Attendees:

Brian Benedum
Rick Hartman
Todd Rickenberg

Opening Prayer by: Rick

Secretary's Report:

Discussion Items

- Annual filing due 11/15/2023. I have forwarded this on to Jill.
- E-mailed and Mailed format change letter to current and past sponsors including 2023 potential sponsors; Red Brick, Butcher Block, Tony's Bar and Grill, Dwyer Chiropractic.

Motions:

- Accept – Rick
- 2nd – Todd
- Approved

Treasurer's Report:

Discussion Items

- No items to discuss

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

- Football – London is done, but we will be broadcasting West Jefferson Playoffs
- Basketball broadcast schedules are not done yet
- New syndicated shows – having issues with emailing contacts
- There is well over 850 Country music titles now in the library – will be focusing on Gospel now
- Talked to CK signs about new banner – They have the logo and Rick will be meeting with them tomorrow to design a banner

Motions:

- Accept – Brian
- 2nd – Todd
- Approved

Technical Report:

Discussion Items

- Created a backup of the Studio 1 computer which includes all of the current music, spots, liners, etc.
 - This back-up is currently saved on my (Brian Benedum's) network drive.
- Transferred Website and e-mail accounts to Asura
 - Cancelled Bluehost service
 - They said they would not refund balance of unused plan (we paid \$656.78 in May for 3 years). There was a credit of \$137.05 on the bank statement. Not near enough, but it's something.
- Added the basketball schedules to the website
- Added final regular season statistics for all county schools (Greg compiled these)
- Issue with E-Mails being blocked
 - My Outlook account would not sent the Financials this month (identified it as Spam).
 - I sent them with the Treasurer@ReadyFM account and Kens' was blocked due to the IP address being blacklisted. Is anyone else having issues with e-mails being blocked?

Traffic Report:

- Total Visits - 746 down from 777
- Total Listeners – 3,953 up from 3,886
- Total Listening Hrs. – 1,345 down from 2,205

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 – Still researching
- ReadyFM Re-Branding
 - Sent letter to all current and past sponsors announcing the format change.
 - CK Signs – has our logo and has converted it for use on shirts, banners, etc.
 - Syndicated Shows
 - Need to contact producers
 - Other ways to promote change in format
 - Madison Messenger
 - Do a video for Facebook

Motions:

- Accept –
- 2nd –
- Approved

New Business:

- MP Shirt Sponsor
 - Cheapest is over \$200.
 - No money now, but maybe next fall
 - Table for next fall
- Multi-cast other county games directly to website or Facebook in addition to our current over the air broadcast of London games.
 - Will need:
 - People – 2 per School
 - Equipment (est. cost: \$1,210/per Kit):
 - Laptop \$200
 - Headsets \$250/ea
 - Mixer Board \$300
 - Compressor \$150
 - Cables/Adapters \$60
 - Cell Phone service (assumed provided by broadcast team)
 - Training both hardware and broadcast etiquette/professionalism
 - Cheaper solution would be using their own phones maybe with an external microphone if their phones have a mic jack.
 - Quality would not be as good
 - 2 people using 1 mic
 - Equipment storage?
 - No room at the station
 - Should Pelican cases be ordered as well?

- Basketball broadcasts
 - Board operations
 - Mostly Friday Saturday games but there are some during the week (JA and WJ have a lot of Tuesday games)
 - Brian can do Friday games (Rick can't do Saturday)
 - Rebecca should be able to do Tuesday games

Motions:

- Accept –
- 2nd –
- Approved

Closing Prayer by:

Motion for Adjournment by:

- Accept –
- 2nd –
- Approved

Next Board Meeting:

Wednesday December 13th 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.