



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

*The Voice of Madison County*

## **ReadyFM Board Meeting Minutes**

*Wednesday, October 4th, 2023*

### **Attendees:**

Brian Benedum  
Rick Hartman  
Rich Hayes

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

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

#### Discussion Items

- No items to discuss

#### Motions:

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

## **Station Manager's Report:**

### **Discussion Items**

- Received confirmation for the Tecumseh game (press box space)
- Community Spotlight shows recorded and planned: The Eye Ball, MP Levy, Fire Chief, MP Levy Follow-up after elections
- Format change – have just under 500 songs, many still need edited. Rick will be sending a song list in an email to the board asking for input on any additional songs/artists.
- The basketball schedules have not been released yet.
- 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.

### **Motions:**

- Accept –
- 2<sup>nd</sup> –
- 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.
- Bluehost is updating our hosting plan. On, or after, November 1<sup>st</sup> we will no longer have access to unlimited storage. Our current plan would limit us to 10GB of storage. We are currently at over 400GB. Here are the upgrade options:
  - Basic \$13.99/month for 36 months (our current plan)
    - This gives us 10GB of storage
  - Choice Plus \$18.99/month for 36 months (\$683.64)
    - This gives us 40GB of storage
  - Pro \$26.99/month for 36 months (\$971.64)
    - This gives us 100GB of storage
    - This option will 'lock in **unlimited storage and unlimited websites** for the service term selected\*. Meaning, the longer the term you sign up for, the longer you keep this unlimited access.' I looked into the upgrade and it will still be subject to the storage limitation after the upgraded plan expires.
  - We will get credited \$449.71 for the balance of our current plan that we just renewed in May. So the upgrade would be \$233.93 for the Choice Plus and \$521.93 for the Pro
  - I deleted the archived podcasts (I have them stored locally) and deleted the podcasts from the development site. This brought us down to around 55GB of storage.
  - Here are the options as I see it:
    - Greatly reduce the number of podcasts available on the website.

- I just spent several months re-designing the podcast system and I would like to keep what we have.
- Find a way to host the podcasts from another source.
  - This will require significant rewriting of the podcast system. I'm not sure if it can be done, but I won't be able to do this before November 1<sup>st</sup>.
- Pay the \$521.93 for the Pro plan. This will buy us 3 years to consider our options. It's also possible with the change of our format we will gain enough sponsors that we could afford to keep this plan.
- Switch Web Hosting Providers
  - Asura Hosting (who we are using for our live stream) has an Unlimited Plus plan for \$51.99/year (this is less than we are paying now by a third). This plan includes: unlimited storage, unlimited e-mail accounts, unlimited websites, unlimited databases, daily backups, dedicated IP address, and a free domain (we pay about \$20 a year for this now). See table below for a comparison.

	Hosting	Domain Registration	Domain Privacy Protection	Codeguard	Total Cost per Year
<b>Bluehost (current plan)</b>	167.88	\$19.99	\$15.00	\$47.88	250.75
<b>Asura Hosting (Unlimited Plus)</b>	51.99	(included)	\$3.99	(included)	55.98
<b>*All costs are adjusted to a per year basis</b>					

- The downside:
  - all of our e-mail accounts will need to change. The accounts can be re-created on the new host and existing e-mails transferred, but there may be some interruption in service.
  - There may be a period of down time during the transition of the website to the new hosting provider. My plan is to have the site running on both hosts during the domain transfer, so it should be seamless.

- The motion was made and approved to switch our hosting provider to Asura. With the plan to have it done over this weekend.
  - Accept – Rick
  - 2<sup>nd</sup> – Rich
  - Approved

#### **Traffic Report:**

- Total Visits - 777 up from 432
- Total Listeners – 3,886 down from 31,548
- Total Listening Hrs. – 2,205 down from 2,539

#### **Motions:**

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

#### **Old Business:**

##### **Discussion Items**

- ReadyFM Re-Branding
  - Discussion on how we will promote the re-branding
    - Rick will host a Community Events spotlight show with the board to promote the re-branding. An e-mail will be sent shortly to decide on a date to record the show.
    - Ads in the Madison Messenger
    - Distribute flyers at local businesses
    - Will be talked about during football game broadcasts
    - A letter will be sent to our current and past sponsors

#### **Motions:**

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

#### **New Business:**

##### **Discussion Items**

#### **Motions:**

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

#### **Closing Prayer by: Rich**

#### **Motion for Adjournment by:**

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

**Next Board Meeting:**

Wednesday November 8<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.