



ReadyFM Board Meeting Minutes

Wednesday, September 18th, 2024

Attendees:

Brian Benedum
Rick Hartman
Rich Hayes

Opening Prayer by: Rick

Secretary's Report:

Discussion Items

- Nothing to report

Motions:

- Accept –
- 2nd –
- Approved

Treasurer's Report:

Discussion Items

- Final total 9 Full season Sponsors for Football/Basketball –
 - Confirmed Full Season Sponsors so far:
 - Dwyer Brothers (x2)
 - Requested copies of both spots
 - Eades Insurance
 - Wants to re-record spot
 - Ebere Fisher Funeral Home
 - Madison Health
 - Merchants Bank
 - Re/MAX Leading Edge
 - Phat Daddys
 - Wilson Printing and Graphics
- New sponsored segment – Red Raider Recap

- 3 month seasonal 5 minute segment recapping last week's London game and looking ahead to next week's game.
 - Eades Insurance is sponsoring this season - \$50/month for 3 months (Sept. Oct. Nov)
- Debra Hay has been donating \$200/month. I talked to her last Sunday and let her know how much we appreciate the support with the decrease in fair parking revenue and sponsorships.

Financial Reports (reports available online):

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

Motions:

- Accept – Rick
- 2nd – Rich
- Approved

Station Manager's Report:

Discussion Items

- Pre-Gameday Warmup Show has started
- Red Raider Recap is up and live
 - 3 times in addition to the Pre-Gameday Warmup show and randomly throughout the week.
- Ed did a good job last week on play by play

Motions:

- Accept – Brian
- 2nd – Rich
- Approved

Technical Report:

Discussion Items

- Starting on the evening of our last board meeting, any e-mails sent from the readyfm.com domain was getting blocked due to the IP being black listed.
 - I submitted a ticket and they offered to assign us a static IP address so that we will no longer be affected by others abuse of the e-mail system.
 - This has been done, but I do wonder why we didn't already have a static IP address since it was part of our package we are paying for.
- Request on Facebook about game recordings and liked the station, but wished they could listen outside London.
 - Rick will make a spot about using the listen live button on the website with your phone and Bluetooth to listen on the go?
- Live broadcasts – suggest leaving the crowd mic off unless national anthem until game starts.
 - The PA announcer has been louder than the broadcast over the past two weeks.

Traffic Report:

- Total Visits – 507 up from 218
- Total Listeners – 30,269 down from 33,951
- Total Listening Hrs. – 2,023 up from 2,019

Motions:

- Accept – Rick
- 2nd – Rich
- Approved

Old Business:

Discussion Items

- Rick New Shirts
 - Rick will talk to CK Signs next week
- Sponsorship/Donation spot
 - Has been made and is now in the rotation
- 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 - ???

Motions:

- Accept – Rick
- 2nd – Rich
- Approved

New Business:

- Nothing to report

Motions:

- Accept –
- 2nd –
- Approved

Closing Prayer by: Rich

Motion for Adjournment by:

- Accept –
- 2nd –
- Approved

Next Board Meeting:

Wednesday October 9th at Phat Daddy's 6:00pm – 7:00pm

Action Items:

Rick – Place order for new Shirts

Rich – Follow up with Red Brick Tavern about sponsorship.

Rick – Follow up with Greene & Sons about sponsorship.