

SCW Broadcast Club Board Meeting
3:00 p.m. Thursday, May 12, 2016
Stampede Room

Call to Order: President, George Kuchtyak called meeting to order at 3:00 pm.

Those in attendance and constituting a quorum were:

Board members: George Kuchtyak, John Houtari, Linda Campbell and Andrew Heidecker.

Club members present: Ron Bevilacqua, Maggie Wright, Mo Burke, Hal Lind, Mikal Haaheim and David Putman

Guest: Greg Thompson

Approval of Minutes: The minutes of the April 14, 2016 meeting were approved.

REPORTS OF COMMITTEES

Treasurer's report:

As of May 11, 2016 the BMO Harris account is \$2,628.16.

As of April 11, 2016 the Edward Jones account is \$4,263.57.

Engineering:

Hal reported that everything is smooth calm and steady. The equipment is working and it is time to consider getting the EAS equipment.

Programming:

John reported that the committee is working on the amount of programming necessary for both the FM and Internet station. They need people to come in and learn how to work Command Center and get the programming days organized. There is a start of a daily schedule that will be followed until there is negative feedback about content or it is found to be unworkable and needs to be changed. The time of Programming Committee meetings is being changed to 2 p.m. on Mondays. A memo will be sent out to remind committee members of the change in time.

FM Radio:

We are moving fast thanks to the work of the Engineering group. According to information from the FCC, to apply for a Broadcast license, we need a lead time of 4 months. The Construction Permit expires on February 15, 2017. The deadline for the Broadcast license application is 10/1/2016.

Internet:

In the last 30 days there has been an average of 716 streams launched/week or about 2,800/month. There have been 482 sign-ons from desktops, 173 from Android devices and 61 from Apple devices. The biggest listening day is Monday. Peak listening times are between 11 a.m. and 5 p.m. The average listening time is 52 minutes.

Studio Management:

The RoundUp Room is our dedicated space. We are not to use the Stampede Room unless we have scheduled it in advance. Board meetings have been scheduled on Thursdays twice a month between 3 and 5 p.m. General meetings have been scheduled in the Acacia Room. All other meetings need to be held in the RoundUp Room. If a couple of members are having a conversation in the Stampede Room and anybody comes in for another club's scheduled meeting, they are to vacate the room immediately.

On Monday, Wednesday and Friday of each week the RoundUp room will be closed to all other activities from 2 to 5 p.m. so it can be used exclusively by members of the Programming Committee. If anyone needs to use the Stampede Room for a meeting, please let George know in advance and he will schedule it for them if the room is available. Hal reminded everyone that if the room is reserved on a speculative basis and not used the club can be fined.

Webmaster:

We are limiting ourselves to the Broadcast Club Website and the Cirrus Player page. There have been a limited amount of hits on both Facebook and the suncitywestradio.com website. The Facebook page has been deleted and there are plans to eliminate the suncitywestradio.com site. We want to lead people to the player site, not only so they get the information they want but also so they play us.

Funding:

No more progress has been made with the research of the shopping card raffle but David questioned how tickets might be sold. George reminded him that there is a special board meeting next Thursday at 3 p.m. in the RoundUp Room. The raffle and the car raffle are the only things on the agenda. Ron is getting information from the Automobile Restoration Club relative to raffling off the car that is being donated by Bill and Peggy Parsons.

The Sundome Plaza Merchant's Association has been given a sample letter and scripts of 'thank you' announcements to review. They will be contacting Keith Fowler to make arrangements to change those scripts and to record them so we can get that agreement underway. The Merchant's Association is a non-profit and if the merchants in the shopping center would like their own promos, those arrangements would be handled on an individual basis.

Some doctors in Sun City have heard our station and want to work with us. Sample recordings have been sent to the doctors and if approved, in return for a \$400 donation, a Medical Minute will be broadcast. The agency that does the marketing for these doctors has approved but the doctors have not yet. We are waiting for the doctors to make arrangements to record.

The Hillcrest Dance Club is hosting a fundraiser for the Broadcast Club on 11/19/2016. They would love us to do a live broadcast from there. By that time, we will probably be able to do that.

The Senior Softball group is going to do a fundraising day for us when they become active again in October or November. Also, we will be getting recorded games which will be made into podcasts. The club may also be shuffling some of their sponsor's dollars our way for their mentions during games.

Unfinished Business:

Hal suggested that we get the EAS (Emergency Alert System) for the FM ordered, installed and working before applying for the Broadcast license. That way we will not to be pressed for time to be FCC compliant. The amount of the EAS would be \$2,372. All the requirements are unclear but the manufacturer says that at the time it is shipped, it will be programmed to the requirements they know at that time. As the requirements continue to change, they will download software updates to us. For EAS we will need to get an Internet line of our own. (Separate from the one supplied by the Rec. Centers).

George reiterated that \$2,400 is what is needed so that the Club can move forward and the application for a Broadcast license can be made. This is for the FM and it is our goal for the summer. He feels that the two 27" monitors he requested to be purchased for the Studio are less important. Due to the club's financial situation, he would like to rescind that request.

The Broadcast Club purchasing a brick for "Anna's Courtyard" as part of being a good neighbor to the

Automobile Restoration Club was discussed briefly. The cost of one brick is \$125. Since we are missing one of our board members this discussion was put off until the next regular board meeting.

New Business:

David Putman introduced Greg Thompson who is the Chairman of the West Valley Amateur Radio Club's Field Day Committee. It was requested that the Broadcast Club cosponsor the club's field day in Beardsley Park. The WVARC scheduled the park for their event in June but were informed by Cindy Knowlton that if a Chartered Club were to be a cosponsor, there would be no charge. This year the Broadcast Club has only one of their two free events scheduled with the Rec. Center. The consensus of the meeting members was that this "outreach" event would be of value to the community. John Huotari made a motion that the Broadcast Club cosponsor the WVARC event. The motion was seconded and passed. George will speak with Rosetta Neal in scheduling.

As the club moves along quickly we are starting to lose information about what has been done. We are in need of a Club Historian. A club member who is a part-time resident could do this job.

The club needs to be looking for members to run for board positions. George announced that he will not be running for President again next year. He asked the meeting members to consider leadership because without officers we can not operate the club.

Comments:

Mikal said that he heard that there is an overlap on the radio FM. (The frequency of KSCW-LP and a station out of Florence is the same) George and John explained that this "overlap" is an isolated situation for one person on the fringe of both broadcast areas. They also assured him that KSCW-LP is FCC compliant. Mikal asked if we would like him, as a Governing Board Member, to approach Cindy Knowlton about the Rec. Centers playing the station in their facilities. George told us that we have been getting approached by several members of the Rec Center staff who are listening to our Internet station and have also found the Community Events page created by Bob Reynolds very useful. The FM station is being played before the "Movies in the Park" and Kasey Hutcha from the box office has requested information about the station to give out at those events. We have done a good job of letting the Governing Board and Rec. Center staffs know we are here. The next step would be their decision.

Adjournment: The meeting was adjourned at 3:46 p.m.

Minutes Submitted by Linda Campbell

Special board meeting - Thursday, May 19th at 3:00 p.m. in the RoundUp room.
This meeting will be to discuss the car raffle.

Next regular board meeting – Thursday, May 26, 2016 at 3:00 p.m. in the Stampede room.