

SCW Broadcast Club Board Meeting
3:00 p.m. Friday, February 25, 2016

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

Additional Members Present: Linda Campbell, Ron Bevilacqua, Mo Burke, David Putman, Bob Reynolds, Stephanie Rogal and Maggie Wright

Approval of minutes: The minutes were approved as distributed.

Treasurer's Report: As of February 24th the BMO Harris account has \$2,459.24 and the Edward Jones account has \$3,902.69

Committee Reports: Engineering: A fitting at the top of the pole, where the antenna is, needs to be replaced. Once the fitting is procured, a Rec. Center employee will go up and change it out. The transmitter is working at a reduced power of 100 watts which means we have a 35 watt output.

Programming: Now that Engineering tests are almost complete, programming is quickly taking over what goes out over the air. They want to make sure that there is a product that will be consistent before any PR is put out again. At the Relay for Life, they ran the station's broadcast through the sound system and got positive feedback from those at the event. **FM Radio:** Programming is shifting due to listener comments. Station IDs from different people have also been added to the playlists. **Internet:** It is anticipated that shortly, through the Command Center software, it will be possible to reintroduce promos and programs. Although it was anticipated that listeners would be lost during the switchover from Live365 to Cirrus, that has not been the case. Listeners found us again quickly and there has been a gain in the number of streams launched. **Studio Management:** No Report. **Webmaster:** David reported that he has made contact with the replacement for the lady who supplies him with flyers for the SCW Event Flyer page on the suncitywestradiocom website. He and Marty Bell have been revising the site to make the pages look more uniform. **Funding:** The issue of whether or not the club will go ahead with a cash prize raffle will be decided at the general meeting. It was suggested and briefly discussed, that a shopping spree at one of the local grocery stores be raffled off. **Unfinished Business:** None

New Business: Single Contact Person: Linda volunteered to be the person that member's talk to before they approach organizations so that our efforts will be coordinated.

Comments: Maggie expressed concern over the lack of branding being used on the radio website. Mo suggested methods of approaching contacts. Bob requested that the name listed on the website menu for the page of community activities be changed. Linda questioned whether there was a need for both a page of community activities and SCW Event Flyers on the website. David responded that it was a different type of information given in a format that might be easier for some people to use. Ron asked about the possibility of getting banners for the Broadcast Club put up or having the radio station on the telesign. George reiterated the fact that we need a consistent product before the Rec Centers will want to put banners up or put the station on any sign and that is a goal of his for this year. Maggie said that one of the other goals for the year should be to make sure we get the Snowbirds to take us home with them and continue listening on the Internet. David suggested getting an illuminated sign to hang in the window of the Studio so people know where we are.

Adjourn: President, George Kuchtyak, adjourned the meeting at 3:40 pm.

Linda Campbell, Acting Secretary