

SCW Broadcast Club Board Meeting Minutes June 22, 2017 – Studio

Board Members Present: Vice President, Stephanie Rogall - Assistant Treasurer, George Kuchtyak
President, Linda Campbell

Officers Absent: Treasurer, Andrew Heidecker, Secretary, Sherry Hayes

Others Present: Keith Fowler, Maggie Wright, Mark Johnson

Call to order: 3:01 p.m. by President Linda Campbell.

Approval of Minutes: Minutes were approved as posted.

Treasurer's Report: No formal report. Linda reported that we received \$50 from the Fry's reward program for the last quarter.

Membership Report: The club has 3 new members.

Unfinished Business:

Programming meeting notes/minutes are on the Club website under Meetings.

Office Management: The Carpets are supposed to be washed on Friday. The Men's Club will reopen on Sunday June 25th.

George reported that there was one transmitter back up part out of stock so they waited in order to purchase and ship all the parts needed at once. When we have them we can talk about releasing the funds put in reserve for a transmitter.

George will write up a policy regarding the amount individual officers and committee heads can spend without board approval. It was decided that \$100 would be a reasonable amount.

Keith reported that he is still researching the sound booth. He is trying to get it under \$2,000.

New Business:

Marketing: Maggie and Mark presented proposed Marketing Projects that fit our staffing and budget for the 2017/18 season. They includes a Radio Awareness & Listener Campaign, Partnership event possibilities with Benevilla and follow up on sponsor leads. Maggie played an example recording she made for the loyalty campaign aimed at turning listeners into a 'radio sales force'.

Peter Piper Pizza PR: A promo recorded by Steve Hotvedt is playing several times a day, the flyer has been put on our website and sent to JoAnne Jones for submission to PORA and other papers. Stephanie will compose an email to be sent out to all the club contacts about the event.

Meeting adjourned 3.55 p.m.

Next meeting July 27, 3:00 p.m. - Studio

Submitted by:

Linda Campbell Secretary Pro Tem June 22, 2017