

**SCW Broadcast Club
General Membership Meeting
Wednesday, August 16, 2017
Palm Ridge Acacia Room**

Board Members in Attendance: Linda Campbell, Stephanie Rogall, Andrew Heidecker, Sherry Hayes

Business Meeting Called to Order: 6:02pm

Opening Remarks: President, Linda Campbell

Introduction of current officers, including Steve Hotvedt, 2nd Vice President, recently appointed to that position.

Approval of Minutes: Draft of May General Membership Meeting Minutes was posted on Club website for review. No corrections. Motion to approve as posted by Marty McCoy, seconded by Tom Jones, approved as posted.

Treasurer's Report: Treasurer, Andrew Heidecker. Account Balances as of Aug. 15, 2017. BMO Harris \$9,962.65 and Edward Jones \$4,779.30. A more detailed report is available upon request.

Membership Report: Membership Chair, Sherry Hayes. As of today, we have 70 current paid members and 4 contract members. Since the last General Membership meeting, 3 new members have come on board and 1 renewal. Thanks to all the members.

Updates:

Studio Management: Monitors are needed M-W-F, 9am – Noon. Currently, email Julie Creed at KSCW.volunteer@gmail.com to volunteer for this. We must have volunteers to keep the room open during those hours.

Website Management: Steve and Linda are currently maintaining website but would appreciate some help with this activity. If you have computer skills and would like to help, please email your interest to any of the email addresses for the club or station.

Weekly Workshop: Each Monday from noon – 2pm the Round-Up room will be open to explore opportunities and share with each other to learn and grow. Very informal, all are welcome.

Public Relations: Jan Heidecker is now handling PR for the club/station. Please let her know well in advance of any activities to promote in order to meet media deadlines.

Engineering: The FM broadcast had problems in July that were lengthier than we would have liked. Repairs have been completed and future parts concerns have been identified. Replacement parts for the future have been ordered to minimize any future down time.

Programming: New programs are in production now for the future, along with some additional interview subjects for broadcast. If you know of any potential interview candidates, please let the Monday workshop group know.

Marketing: Maggie Wright gave an overview of recent and future marketing events.

- Benevilla Caregiver Event was last week and more than 150 people attended with over 50 vendor booths, which we were one of.
- Golf Cart Raffle in conjunction with Desert Golf Carts will be held between Sept. and Dec. with all proceeds to the Broadcast Club. The cart will be shown and raffle tickets

sold at many events during the time before the raffle drawing in Dec. Tickets will be \$10 each.

- Friends Campaign to be in effect January through March to thank our listeners by having a \$100 gift card drawing each month.
- Benevilla is also interested in working with us on two other events, an art/music event in November and a recognition program for their staff who listening to KSCW for the Benevilla PSA's.

Social Activities: In July we had a fundraiser at Peter Piper Pizza and although the fundraising part of the event under performed our expectations (approx. \$67 raised), we thank those who attended and their feedback said they had a good time at the event.

Patty Lang, Social Chair, reported on upcoming events being planned. October, Halloween party with the RV group and "Radio Days" movie with root beer floats. November, live radio style play after General Membership meeting. January, wine and cheese house party. February, something for Valentine's month. March, Briarwood Brunch. April, "Goodbye" picnic for our members who may be leaving for the summer. Get involved with Patty to help shape these events.

New Business:

The Recreation Centers will be celebrating their 40th Anniversary this coming February, including a parade on Feb. 19th. As a Club, we should not miss this opportunity to participate in any and all events being planned. For the parade, we must submit an application by Oct. to participate. If you're interested in starting a Parade Committee or Anniversary Committee, please email any of the officers to get started. Thank you in advance.

Recruitment of 2018 Officer Candidates. New officer recruitment is in progress now. The election of new officers will be at the November General meeting and the slate of officers running will be presented at the October meeting. If you would like to "shadow" a current officer for consideration to run, please contact that officer and they would be happy to meet with you.

Mark your calendars:

General Membership Meetings date and location change. Oct., Nov., Dec. meetings will be held the **third Monday of the month**, in the **Men's Club Main Room** at 6:00pm.

Next General Membership Meeting: Monday, Oct. 16, 2017, Men's Club Room, 6:00pm.

Meeting adjourned at 6:37pm.

Submitted by:

Sherry Hayes

Secretary

August 17, 2017