

SCW Broadcast Club

Executive Board Meeting

Thursday, February 8, 2018

Board members present: Dwight Senne, Steve Hotvedt, Stephanie Rogall, Maggie Wright, Andrew Heidecker, and Glen Hagy. Absent: Mark Johnson.

Meeting called to order at 3:01 pm, by President Dwight Senne

Meeting Minutes: January Board meeting minutes were approved. Motion by Steve. Seconded by Andrew. Approved.

Treasurer's Report: Treasurer Andrew Heidecker announced that, as of February 7, 2018, the club bank balance is \$13,294.97, (\$868.20) less than in January. The lower balance is primarily due to the purchase of a new printer and payment of 2 BMI music licenses.

To date, 53 members have paid their dues. Dwight stated that 12 people who filled out the radio market study have expressed interest in joining the club. They will be invited to the next general membership meeting and given a link to the membership page, should they be interested in joining immediately, before the next club meeting.

OLD BUSINESS

Project Status: Each board member discussed the status of projects in their areas. Notes can be found at the end of this document.

Social Committee: VP Stephanie announced that Patty Lang plans to step down as the club Social Events Chair, as of early April, 2018. By unanimous agreement, board members agreed to request Larry Anderson to take this position.

Website: It was agreed that the "LISTEN LIVE" button for the radio streaming will be placed on the top left side of the SunCityWestRadio.com home page. A new sponsor, Cool Touch Air Conditioning, Heating & Plumbing, will be placed below the Listen Live, and the link to the sponsor page will be placed below Cool Touch.

Rec Center Meeting: Dwight met with the Rec Center's Recreational Activities Manager, Cindy Knowlton, who is retiring in March, and her replacement, Christie Reister, in order to discuss a variety of subjects. They agreed to the following:

- ✓ The SCW Broadcast Club/KSCW radio is allowed to keep an easel that lists KSCW radio sponsors on the Broadcast Club's sponsor table at Rec Center events.... However, we are NOT allowed to hold up a large banner with sponsor names.
- ✓ Board is allowed to reward members who are doing a lot of work, as long as the reward is also offered to ALL club members.
- ✓ SCW Broadcast Club cannot join the ABC because the Recreation Center is already a member, making the chartered clubs eligible to attend. We may go to the ABC meetings as guests.
- ✓ Recreation Center is very interested in producing a radio show, similar to Talkin' Golf.
- ✓ Recreation Center agreed to be more of a partner with us... by requesting our participation in various activities that coincide with what we do. For example, when they need a DJ for a certain event, they may request our participation before hiring outside help.

PSA/PSE: It was agreed that when we do a PSE for a chartered club or nonprofit event, we will promote their events, as long as they help to promote our club – including possibly allowing us to put up a KSCW Radio Banner or signage at their events.

NEW BUSINESS

Workshop: The following areas will be discussed at the February workshop (Thursday, February 15th): Work through underwriting policies, including cradle to grave tracking and how to keep others in the loop. Secondly, Board members will begin crafting the Club/Radio Roadmap for the short term and long term.

Budget Needs: Dwight reminded other board members to think through their budgetary needs for 2018. Originally, the budget was set at a minimum of \$8,000, based on expenses from 2017. However, since many expenses were not necessarily captured and we have more aggressive plans for 2018, we will need to develop a more realistic budget for 2018.

Strategic Needs: The Board began a discussion about club/radio long term and short term needs. It was agreed that for the short term, the highest priorities are to: build a space in the men's club for recording, explore the possibility of erecting a 100-foot tower (which gives more listenership coverage and fills in some of the dead spaces), and possibly hire a small part time staff to help manage the radio station.

The Recreation Center Maintenance Operations manager suggested to Dwight that he consider initiating the process for requesting building/utilizing extra space in the Men's Club in order to house a recording studio. To do this, a CR-13 form must be filled out. **IF** it is possible to erect a higher tower, this expense may possibly be folded into this request.

It was agreed that before embarking upon more ambitious endeavors, such as building a larger studio, we will need to have results and evaluate the following criterion:

- Must build a track record first... listenership, repeat sponsorship, programming, etc..
- Success of club volunteerism and participation
- Success at raising money

LPGA : The Board agreed to support a local movement to bring the LPGA women's golf tournament back to Sun City West. It had been dropped for March 2018 because the event's key sponsor, Walgreen's, had pulled out. This tournament, which has been held in early March for the past 6 years, has brought in as much as \$100,000/year in charitable contributions in support of local community charities.

The Board agreed that KSCW radio would promote the event and its sponsors by way of PSE's, and consider more involvement at a future date when more details of the event unfold.

The discussion brought up other issues that need to be thought through, such as the idea of 'exclusivity,' and if involvement with this LPGA event would compete with the planned solar golf car raffle/golf tournament that will be held within the same period in Spring, 2019. The solar car raffle will directly benefit KSCW radio and the club, both financially and by marketing awareness. **IT IS POSSIBLE TO DO BOTH**, depending on how much involvement the club/KSCW radio plans to commit to the LPGA tournament. It was agreed that the subject will be re-visited in the April 2018 Board meeting.

GMR Music Rights: GMR is a new music licensing business that holds many artists that we play on KSCW radio. Maggie made a motion, seconded by Stephanie, (approved) that we apply for the GMR Music Rights license.

The Board agreed that Steve would begin the process for filling out the application to GMR for a music license with them. However, before making the final commitment, the board will

discuss any issues that Steve has uncovered and we will make a final decision of whether to follow through with the license or discontinue music that involves GMR artists.

Future Meetings: The next SCW Broadcasting Club Membership meeting has been changed from Monday, February 19th to Friday, February 23rd at 6 pm in the Men's Club. It was changed due to conflict with the RCSCW 40th anniversary celebration.

The February Workshop meeting was moved to Thursday, February 15th from 2:30-4:30 pm at the Funeral Home on Camino Del Sol in Sun City West.

Meeting adjourned at 5:26 pm

Submitted By: Maggie Wright, Secretary

February 10, 2018

PROJECT STATUS: SCW Broadcast Club Board members were requested to update the Board on the status of the projects within their areas of responsibility. This provides a summary from the February Board meeting:

Stephanie Rogall: Responsible for Social activities in the club.

- Patty Lang will end her “social chair” position in April. Larry Anderson will be approached about filling it. New club member Marda has offered to help.
- In order to demonstrate to RCSCW the extent of our club involvement, we need to take into account social meetings and other gatherings, both for individual work and social, in addition to the signing in/out at the studio.

Maggie Wright: Responsible for PR & Marketing

- The **KSCW radio market study** research phase is ending with the February 10th ARC event where paper surveys will be handed out. The next step will be analysis and determination of any needed changes, based on results.
- **March 17th Hole-In-One Golf Tournament.** KSCW/Club will receive at least \$5,000 from the event. March 17th is the big actual event, but the donation check will be awarded at the RCSCW Golf awards dinner in late March.
- Potential donations from Desert Golf Cars & Planet-Up Technology project canceled.
- Investigating costs for t-shirts, store/business placards, car window decals, and emergency radios.
- The Friends Radio Campaign being developed to build the listenership of the radio station.
- SCW Golf Show: SCW Golf is developing a 5-minute radio show called **Talkin’ Golf** to be aired Friday, February 9th at 3 pm.
- KSCW/club & Benevilla intend to co-sponsor an art/music event on December 7th. Planning for the event will be started in May.

Glen Hagy: Responsible for Membership Engagement

- Dwight & Glen to discuss ideas with Dori in February.

Steve Hotvedt: Responsible for programming and operations

- New legal ID’s and sweepers are airing 7 am-4pm.
- Rob will be cleaning up the ‘standards’ music category; Bill Green and Glen will clean up the ‘country’ music; and Steve will work through the ‘classic rock’ category, once results from the market study are evaluated.

- Website has been reorganized and updated.

Mark Johnson: Responsible for Fundraising

- Mark & Larry have completed the **sponsorship package** with **Cool Touch AC/Heating & Plumbing**. \$5,000. GREAT JOB!
- Larry is talking with **Western State Bank** about renewing their sponsorship that will be up in March.
- Mark will contact **Iora Primary Care** to determine if they want to renew their sponsorship.
- Working on 'thank you' for your donation letters... Done!

Dwight Senne: Responsible for engineering

- Transmitter went out overnight in January, but Dwight was able to re-power it. Cause unknown and it has been running fine ever since.
- Discussed several recent outages of the stream service (switches over to Podcasts). The outages may be related to Cox Communications, but we really do not know what causes it to happen.