

SCW Broadcast Club
General Membership Meeting
Friday, February 23, 2018
Men's Club Room

Opening Remarks: President, Dwight Senne

Business Meeting Called to Order: 6:03 pm

Approval of Minutes: President, Dwight Senne. A draft of the January Membership Meeting Minutes had not been posted on the SCW Broadcast Club website. Accordingly, a few copies of the January minutes were distributed at the club meeting for review. Motion to approve by Andrew Heidecker and Seconded by Stephanie Rogall. Approved.

Treasurer's Report: Treasurer, Andrew Heidecker. Account balances as of February 22, 2018 are +\$1284 higher than last month. This is primarily due to the addition of a new sponsor, Cool Touch Heating, Cooling & Plumbing. A detailed report is attached.

Membership Report: Andrew Heidecker. As of February 23, 2018, there are 57 club members. This includes new member Gus Pennock.

Programming: Dwight reported for Steve Hotvedt. Many new shows are being broadcast as follows: **Tributes**, spearheaded by Linda Marek with other club contributors, is a half hour to hour long music show that celebrates the work of specific artists or different genres of music. **Talkin' Golf** is a 5-minute show hosted by SCW Golf Operation head Pat O'Hara and Dan Hearn, where they discuss golf news/events and tips. **Molly & Bess** is a 5-minute comedy where two women (Deb King and Ruthann) get into misadventures around Sun City West. **Country #1's and The Legends** with host Charlie Mack brings you the #1 hits from the Country billboard from the 1950s to today.

Social Activities: Stephanie Rogall. Patty Lang is planning a spring party. She also plans to step down as Social chair in April. Larry Anderson has agreed to take this position.

Ron Barker is interested in creating a comedy show that is similar to the Goon Show (like Monty Python), except the visual effects are replaced by sound effects. He intends for it to have surreal humor that may turn out to be funny. Could eventually become a club social activity as well as a radio show or short humorous radio minutes.

Membership: Dwight and Glen Hagy met with Dori Miller to discuss ideas for getting members of the club more involved in the activities of the club. Once Dori has had time to brainstorm ideas, they will reconnect in order to discuss strategies for engaging the club membership.

Fundraising: Mark Johnson. Cool Touch Heating, Cooling & Plumbing is a new major sponsor. Mark stated that fundraising plans to bring in at least one major sponsor per quarter. He requested club

members for leads. It was also requested that club members support the radio sponsors. Also, please let the sponsors know that you hear them on the radio.

Engineering: Dwight Senne. Dwight reported that the operations of the radio station are running smoothly. We have a new transmitter that has many new capabilities. However, lately, the transmitter has been stopping/starting and Dwight plans to investigate what is causing this problem.

ARC Show: This was very successful and gave the radio/club a lot of awareness. However, a key learning from the experience was that there needs to be something that draws people to the club's table. For example, one of the tables had puppies, which drew in a lot of people. Mo danced a lot.

Parade: Andrea Kaiser reported that approximately 12,000 people watched the parade. A lot of people were aware of the station and a young teenager told Andrea that "KSCW ROCKS!" Linda Campbell suggested that the club thank Gordon Carlson for use of his red truck.

Monthly Breakfast: On the 2nd Tuesday of the month, the club members get together at the Hole-in-One restaurant for breakfast (8:30 am). Therefore, March 13th is the date of the next club breakfast to be held at the Hole-in-One restaurant at 8:30 am.

Open Studio: The KSCW Studio is open from 9 am to noon on Mondays. Dwight continues to look for someone who may be willing to be the Monitor Coordinator. This would allow us to keep the studio open to the public for more days during the week.

Hole-In-One Golf Tournament, which is SCW Golf's premiere golf tournament, will be held on March 14th through March 17th. Desert Golf Cars is the key sponsor and the SCW Broadcast Club will be the sole beneficiary to all proceeds after expenses. Club members can support it by purchasing a small basket of golf balls at the Echo Mesa Golf Course. The event will be publicized on Community Chat and a PSE has already been produced and will begin broadcast on February 26th.

NEW BUSINESS:

Market Study Status: Dwight presented the topline results of the market study.

Happy Camp: Larry Anderson is responsible for organizing the Happy Camp activities that begins in March. In the past, Sun City West grandchildren were interviewed and allowed to announce the radio call sign to be broadcast on air. The plan for 2018 is to interview the children and give podcasts of their interviews/call sign announcements to them and their grandparents to take home. The podcasts will not be broadcast on the radio.

Maggie Wright and Linda Marek will meet with Larry on Thursday, March first at 6:30 pm to discuss schedules and interview protocol. Larry requested more club members to get involved.

Volunteers Needed: First, thank you to every club volunteer who has helped us build and manage this club and radio station. The station is becoming known and we need to have more volunteers step up to help us. Specifically, we have an immediate need for the volunteers who will help us in the following areas:

- Monitor Coordinator: Someone to set up the monitoring schedule and organize the volunteers.
- Community Events Coordinator: This person would be on the marketing team and would be responsible for scheduling volunteers to represent the club at events and make sure that we have enough supplies available for handing out at the events.
- Fundraising: This person would be on the Fundraising team and will be helping to recruit donations and pledges.

Meetings: Please make note of the following meetings:

- Board Meetings on the 2nd Thursday of each month in the Stampede Room
- Board Workshops: 4th Thursday of each month held 'off-campus' and its purpose is to work in depth on 2-3 subjects at each workshop

Meeting was adjourned. Motion to adjourn by Mark Johnson, Seconded by Stephanie Rogall.
Approved. Adjourned at 7:18 pm

Submitted by:

Maggie Wright

Secretary

February 24, 2018