

SCW Broadcast Club
General Membership Meeting
Monday, January 15, 2018
Men's Club Room

Opening Remarks: President, Dwight Senne

Business Meeting Called to Order: 6:05 pm

Approval of Minutes: President, Dwight Senne. A draft of the December Membership Meeting Minutes had not been posted on the SCW Broadcast Club website due to an accessibility problem with the website. The issue is being worked out with the Recreation Center. Accordingly, a few copies of the December minutes were distributed at the club meeting for review. Motion to approve by Mark Johnson and Seconded by Stephanie Rogall. Approved.

Membership Renewals: President, Dwight Senne. Currently, the SCW Broadcast Club renewal rate is \$10, but as of February 1, 2018, it will be increased to \$15 per year.

Treasurer's Report: Treasurer, Andrew Heidecker. Account balances as of January 15, 2018 : BMO Harris: \$9049.81 and Edward Jones: \$5113.36, totaling \$14,163.17. A more detailed report is available upon request.

Membership Report: President, Dwight Senne. At the end of 2017, there were 76 club members and 4 contractors. To date, 40 members have renewed for 2018, but we are intending to build back up to 76 or more members in 2018. Thank you to all of you for your support.

Project Status: President, Dwight Senne. The SCW Broadcast Club Board members have been organized similarly to a City Council, where each Board member is responsible for a specific area of the radio station and club. They will be requested to present a status report on their respective areas at each monthly Club Membership meeting. It will be a way of keeping all club members informed as to what is happening. The status of each area is attached.

Market Study Status: PR/Marketing Chair and Board member, Maggie Wright. A Radio Market Study has been developed to determine what SCW residents want to hear on THEIR community Radio Station. The survey has been online since December, 2017. On January 16th, paper surveys and drop boxes are being placed near monitor desks at all Rec Centers, plus the Bowling Alley and possibly Western State Bank. Maggie Wright is organizing sponsor tables where Broadcast Club members will be available to make residents aware of the survey forms and request them to take the survey. The sign-up sheet was passed around at the meeting.

Club members had additional suggestions for making residents aware of the survey: send survey to every resident through Independent paper distribution; Newcomers Event January 18th; and upcoming ARC Car Show on February 10th. Rec Center Katie O'Grady and Diana Wenners will be requested to

help spread the word (they were approached in December and did help, but will be asked again). We are intending to have the fieldwork part of the research completed no later than early/mid-February, 2018.

Social Activities: Membership Social Chair and 2nd VP, Stephanie Rogall. Patty Lang is hosting a heavy-appetizer potluck dinner party at her home on January 20th. So far, 9 members have accepted. It may be canceled if no one else responds. Stephanie requested club members to attend.

Fundraising: Fundraising Director and Board member, Mark Johnson. The SCW Broadcast Club had success with sponsors approaching us in 2017. Examples are: Western State Bank, Sundome Merchants Association, and Iora Primary Care, plus many sponsors of the homegrown shows, such as Bob's Variety, Covi Travel and so on. Mark and Larry Anderson plan to continue to working with these sponsors.

2018 plans are to continue to work with the current underwriters and then to approach larger potential sponsors, possibly from 6 different areas. They are working on a potential package with Cool Touch AC/Heating & Plumbing. Mark requested every club member to help with fundraising and to think about their potential contacts to approach.

Programming: Programming Director/VP, Board member, Steve Hotvedt. Steve reported that two new shows are being added to the programming mix: Bill Green's Country Legends Show to be aired at 4 pm on Thursday and Sundays, and Linda Marek's Tributes Show that is still in process. The Tribute Show will be focused on individual artists or genres and Linda is requesting other club members to participate. Robin Grube and Steve are developing and producing liners to add into the programming mix. A new Golf Show is being developed (see Strategic partnerships below). For more information on programming, refer to the attached project status report.

Strategic Partnerships: PR/Marketing Director, Board member: Maggie Wright. The SCW Broadcast Club is working closely with many clubs/organizations. Here are two exciting strategic partnerships:

SCW Golf: Sun City West Golf will broadcast a 5-minute golf show, titled "Talkin' Golf." It will consist of events, news, and tips, all related to golf, airing at 2 pm on Fridays and repeated on Sundays at 2 pm. It is projected to begin airing in February, 2018.

Hole-In-One Golf Tournament, which is SCW Golf's premiere golf tournament, will be held on March 17th. Desert Golf Cars is the key sponsor and the SCW Broadcast Club will be the sole beneficiary to all proceeds after expenses.

Solar Golf Car Raffle: Broadcast Club will raffle off a solar golf car that will be donated to us from Desert Golf Cars... details to come.

Benevilla: SCW Broadcast Club and Benevilla are discussing a possible joint-sponsorship event for 2018. Details to come.

Engineering: Engineering Director and President, Dwight Senne. Dwight reported that the operations of the radio station are running very smoothly. We have a new transmitter that has many new capabilities. Command Center and the transmitter are both running very well. We will be switching from a MAC to a Windows 10 system. The EAS system needs some tweaking and Mart McCoy is working on it.

The Broadcast Club has to submit logs on the number of times an artist is played covering a specific two week period. It was recently learned that Command Center has a script to automate this process, which will make reporting a lot easier.

Parade: President, Dwight Senne. Dwight is helping Andrea Kaiser to prepare a club 'float' for the Rec Center 40th anniversary parade. Specifically, a 1956 red pick-up truck will be loaned to the club for use in the parade. There will be a table in the back of the truck with someone wearing earphones and pretending to be speaking through a microphone. A ghetto blaster will be blasting our station to the crowds. Magnetic strips with the station logo will be attached to the truck and a banner will be hung over the cab of the truck.

NEW BUSINESS

Studio: The studio will be open on every Monday from 9 am to noon. We are hoping to have it opened for more than one day per week, but first, we will need someone to volunteer to coordinate a monitoring schedule.

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.
- **Office Manager:** Someone who may enjoy keeping the office organized, overseeing the supplies, and taking messages.
- **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.
- **Happy Camp:** Larry Anderson is in charge of the 2018 Happy Camp project for our station.

Meetings: Please make note of the following meetings:

- Committee Chair meetings changed to 1st Monday of the month at 2 pm in Studio
- 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 Glen Hagy) Approved.
Adjourned at 6:59 pm

Submitted by:

Maggie Wright

Secretary

January 18, 2018