

BROADCAST CLUB BOARD MEETING MINUTES, Aug 9th, 2018

Dwight called the meeting to order. 4 Members were in attendance as well as Larry as a guest. June minutes were approved by Mark and 2nd by Marda. Since the Treasurer was out of town, report was waived since there had been no significant changes. The confirmation of the emailed was voted on to make Karen Stricherz the new secretary.

Old Business...

Station playlist is live and the Command Center is intact as backup

Training is almost complete for Keith and Kurt and Dwight made 20+ training videos for use as well

5 Rec Center shows are done as well as the Old Time Radio Shows

Larry has been trained on AdMaster traffic software

Fund Raising was brought up by Mark and a great deal of discussion to place in regards to the "Friends of the Library" book sale that we will be a part of on Aug 25th. Larry (that's why he was at the meeting), suggested using part of our marketing budget and buying coffee mugs with our logo as handouts. Cost would be \$1.49 each. Other suggestions were magnets and pens. We decided on magnets and would purchase them. We could get 1000 for \$189. We also needed more brochures...200 black and white were suggested. Voted and approved. A suggestion on the mugs, instead of using them for the book sale, using them as promoting listening. The 1st five listeners that come into the station on Monday mornings will receive. Mark approved and Marda 2nd. Vote was taken and approved.

New Business...

New invoices will be sent to past due clients

Discussions took place regarding a logo vs a slogan. Logo won by vote. Possible new surveys were suggested but will be discussed in the new year.

Dwight wanted to purchase a cabinet to hold the CD's that were stored in boxes. Wayfair had a comparable one for what was needed for \$300. Mark approved and Karen 2nd. Vote taken and approved.

3 bank accounts...\$14000 roughly

BMO Harris rainy day fund...\$5000

Ed Jones money market...\$2000

Western State seed money...\$7000

Would like to get rainy day to \$10000. Will review next month.

Meeting adjourned.

Respectfully submitted,

Karen Stricherz, Secretary