

**SCW Broadcast Club**  
**General Membership Meeting**  
**Monday, Dec 17, 2018**  
**Men's Club Room**

**Business Meeting Called to Order:** 6pm by Mark Johnson

Mark opened the meeting mentioning that he was substituting for Stephanie Rogall, who would have substituted for current President, Dwight Senne. November minutes were accepted as written.

**Treasurer's Report:**

Per Treasurer, Andrew Heidecker, there is roughly \$32,000 banked in the Club's account. That amount was reached by gifts and donations, underwriters (which generated \$20,000 in the past year) and dues from the Membership.

**Membership Report:** It was reported that the Club now has 68 members. There were 23 present at this meeting.

**Program Director's Report:** Program Director, Steve Hotvedt mentioned that there would be no programming meeting on Dec 24<sup>th</sup> due to the Christmas holiday. Regular programming meetings will resume on Monday, Dec 31.

Monitoring availabilities are numerous and members are urged to sign in for this vital activity. For more information on monitoring, please contact the station.

Christmas music has begun on the air and will be played two or three times an hour from 7am to 4pm. The station is waiting for new recordings for the *Sinatra and Friends* program and should be on the air in near future.

**Social Activity:** Larry Anderson said that the January breakfast will be at Carries(?). **Happy Camp** will occur in March and will run for a couple weeks. This activity is for visiting grandchildren who are given an opportunity to see the station and even make a recording of their voice as a souvenir. Volunteers are

always welcome to assist with this fun event. Larry will have definite dates by the next membership meeting. The Founder's appreciation dinner will be held on the 24<sup>th</sup> of Jan at 5pm at Tivoli Gardens. Linda Marek has produced a video presentation highlighting the history of KSCW and will also provide an impressive display of historical items. The Club President will also address the attendees during the dinner. Happy hour will begin at 5pm and dinner will be served beginning at 6:30pm. Cost for the dinner will be \$20 per person. An open bar will be available throughout the evening.

The usual dinner at the Tivoli will be held on Dec 27 at 5pm. A notice will be sent out to reminders for both the regular dinner as well as the new restaurant for the breakfast meeting.

### **Marketing:**

In Maggie Wright's absence, Mark Johnson is exploring ways to get the station "out there" to build more recognition by our listeners, both current and potential. KCSW continues to be a well kept secret in the SCW community and it's important to let our neighbors know of this valuable resource. There was a full page ad in the *Independent* earlier in the year which will let the public know that we are on the air. Some of the potential listener's difficulty in receiving the station's signal could result from their receiver being located inside a building with enough metal structure so as to prevent the reception of a hundred watt signal. The signal strength is sufficient to be audible outside buildings as in driving a vehicle but the average range of the signal is only around a 10 mile radius. Discussion continues regarding using a taller antenna to improve coverage. On the other hand, the signal is useable world-wide on the Internet. And, many of our listeners still follow the station when out of town via their computers. Mark asked the members who were discussing the issue of area coverage to meet together and attempt to find a solution to the concerns.

**Fund Raising:** As mentioned earlier, the station received over \$20,000 from underwriters, a substantial portion of our bank balance.

**Engineering:** The grounding system on the antenna has been improved to reduce or eliminate damage from electrical storm activity. Everything else is said to be running well.

## **Old Business:**

A reminder was made regarding the Founder's appreciation dinner in January as well as the planned Happy Camp coming in March 2019.

**New Business:** Fund raising director, Linda Campbell has resigned which will open up that position for any member wishing to join the board. Mark mentioned the positions available for members to undertake in the operation of the station. Duties range from an engineering standpoint to simple office maintenance. Many of the duties were handled well by Dwight Senne who, now, must turn over the responsibility due to his work schedule. Mark asked the members to think how we could increase the social activities of our club including meeting with some of the other clubs within SCW. The question was raised by Mark to the members on what was felt about having a 15 minute happy hour at the Tivoli, incorporating the monthly meeting at the same time, followed by a dinner. Mo Burke suggested we might not expect as many members showing up with that format. Steve Hotvedt voiced his concerns regarding could the meeting be conducted in a short 15 minutes since we were already into 30 minutes of the meeting tonight. The consensus was that the meetings should continue at the Men's Club as has been the usual schedule, but there will be more discussion and research in the future on the subject. Mo suggested that the station perhaps expand an outreach effort to show the capabilities of the station. We're already planning on attending the Relay for Life in January, but we could also provide some appearances at meetings and events for some of the 200 clubs at SCW.

Mark mentioned at 6pm on Dec 26 there will be a board meeting in the Stampede room which will allow the new and old board members to meet and discuss strategies for the coming year. Steve impressed the importance of being able to reliably provide what services we offer.

**The meeting was adjourned at 6:43pm.**

**Chuck Mulcahy, Secretary**