

Madison Mainstream Radio Meeting Minutes

5610 Hammersley Rd

June 8, 2017

Present: Eric Howland, Tom Kozlovsky, Patty Stockdale, Bob Park, Barbara Park

Minutes reviewed from March 19. Spelling of Tom's name corrected. Minutes were accepted as corrected.

Treasurer's Report: We now have had a total of \$460.73 in donations since the last meeting and purchased checks from Summit Credit Union for \$19.00. We have \$1129.21 in checking and \$5 in savings. An Annual Budget was presented with the fiscal year starting in January with an estimated total of \$1256.

Eric reported that we have three domain names from Dreamhost.com, two that we pay for and one that is free, and none from GoDaddy. The current domain names are:

widelp.org

widelp.com

widefm.org

These expire on 9/18/17. Renewal will be \$14 each for the two we pay for. Eric will take care of this.

Eric needs to send in the Health Writers and MMR minutes to the FCC to document consummation of the transfer of ownership. In case of any confusion about the minutes from the 3/19/2017 meeting, the board voted to reaffirm the decision to accept ownership of WIDE-LP.

Electrical usage was discussed. Ken Skog is calculating his electricity costs based on 200 watts. We are putting 40 watts up the tower and

additional watts into the other equipment. The redundant power supply unit can tell the watts used by equipment that is plugged in to it. Eric estimated that at 173 watts. He and Bob will check this out during the Make Music Madison event on June 21st. Since we are a 501(c)(3) organization, Patty suggested that Ken could deduct rent for space we use from his taxes. He would need a letter from us. We could come up with a garage rental cost and then prorate it.

Website changes were discussed. Eric wondered if we should move to Wordpress for our home page instead of updating Drupal. We should have a search function and a Paypal button. Bob was interested in the sort of search function that comes with Drupal, but this is not currently working with the obsolete version of Drupal used for our home page. Eric prefers to switch because Wordpress installation would be faster. It would be switched by 6/25/17.

Tom reported that dissolution of Health Writers is official as of 5/5/17 for both the State and the federal IRS and the funds have been distributed. All bills have been paid. (Tom has the figures.) We paid \$10 to the State for the dissolution.

We received a very large donation of used CD's from Mardi Steinau, former host of a radio show on WOMR on Cape Cod, Provincetown, MA. Bob is sorting them and some will be put out for sale at the Make Music Madison event. It was suggested that we charge \$2 for used CD's. We could also offer the remaining Health Writers' cookbooks for sale at MMM.

Bob has created a Sponsor Page on the website.

Bob is archiving progressive talk shows by linking to the online archives of the groups that produced them, when possible. For shows where our website does not have tables linking to specific shows he is

providing access to the shows via search links based on his tweets. If a sponsoring organization provides an audio files describing what they do, Bob will provide a link to it on the Sponsor Page.

Bob is organizing a live broadcast for the Make Music Madison event in the Skog's driveway on June 21st. Several local artists will perform original music. The Raging Grannies will also sing. This is scheduled as a two hour event. Patty mentioned that we could also tap Helen Avarkian for an event.

Bob is exploring contacts with businesses for ads on the website or spots on the Radio. He has had contact with Rob Severson from Gemini Comics. Rob is interested in a banner ad on our website. He has also contacted Norm Stockwell from the Progressive Magazine with a proposal to sponsor a spot on the radio. Norm has not responded to his latest inquiry. Barb had a discussion with Alnisa Algood regarding reasonable rates to charge for ads on the website. She strongly recommended that we use Google Analytics to see how many people visit the website and Eric strongly concurred. We have not been doing this, but Bob said that our current set-up will allow for a count.

A discussion was held on fund raising. According to the by-laws, the treasurer should chair the finance committee, and this committee should organize fund raising, but Barb said she is not willing to do this. Bob agreed to be on a fund raising committee, but said it should not be chaired by either him or Eric. Patty asked if we have a mailing list, which we don't. Tom suggested that we add more talk shows in the evening. They could be a repeat of ones aired during the day.

Patty suggested with we make a flyer as a fundraising appeal which includes a program list. We will ask Ian Park if he would design a logo. Patty suggested making magnets from Vistaprint. She felt they are

reasonably priced. We could have flyers available at neighborhood meals or the local libraries.

We discussed expanding the size of the board. Patty agreed to join the board and was voted in. We discussed asking Andy Garst and Ken Skog to join the board also.

Tom asked about having live interviews. This led to talking about producing programs. No one currently has the interest or time to do this.

Bob suggested that we live stream FUS' Saturday afternoon service. (Another station which is affiliated with FUS broadcasts the Sunday morning programs live.)

The meeting was adjourned at 5PM.

Submitted by Barbara Park, Secretary-Treasurer
