

Red River Radio Community Advisory Board Minutes

Thursday, January 18, 2018

In attendance: Rev. Pike Thomas, Mary Decker, Tim Chauvin, Charles Jones, Andrew Bindursky, Brian Murphy, Leonard Wilson, Anne Gremillion, John Gayle, Joe Kane, Ona Wilson as guest. Kermit Poling and Henry Edwards as Staff

1. Meeting called to order by Kermit Poling
2. Approve Minutes from the last meeting. Motion to approve, by Rev Pike Thomas and seconded by Mary Decker. Approved.

3. Staff reports

a). General Manager's Report (Kermit Poling)

i) Acquiring Overton Brooks area Station:

Kermit explained the details in acquiring the station KPXI, FM 100.7, True, TX.

The owner is motivated and willing to sell the station to RRR. RRR will own the tower, building and transmitter, but not the studio.

The purchase will require the LSU Board of supervisors to vote to purchase the license.

This purchase at this time is confidential and should not leave this room.

The asking price is \$475,000, RRR will pay \$350,000.

Kermit is working on obtaining an appraisal. This is a low price for the station.

According to a previous study of a station in Tyler Market, shows a potential \$150,000 per year increase in revenue and \$65,000 increase in expenses. This would open a major new broadcasting area.

The station is 8500watt station. To convert to digital is \$40,000 to \$50,000.

Anne Gremillion suggests after the purchase, meeting with the mayor and city council with the emphasis on promoting the arts through the new station.

ii) Review of December Fund Drive

Approximately \$30,000 raised. Funds for 1800 backpacks.

The Goal was achieved for the December Fund drive in terms of funds and monies for backpacks.

iii). The Alexandria Station will be off the air for some time this spring due to LPB upgrades to the tower.

b). Membership Coordinator (Henry Edwards)

The Holiday Drive was very popular with the match with the Food Bank.

Year to date, overall revenue is up from last year.

Spring Fund drive will be March 5 to March 19. Spring 2017 raised \$125,000. Expect an increase for 2018.

Summer Fund Drive planned for June 4 for 2 weeks.

June 9 is planned for the Young Artists presentation

4. Committee Reports

a). By laws: Sally Langston and Anne Gremillion

Presented by laws. And thank you Brian Murphy for assistance and cleaning it all up.

i). Approve by laws

Motion by Anne. Seconded by Re. Pike Thomas.

By laws approved, unanimously.

b). Finance – Hardy Foreman, absent

c) Special Events- Ranae Moran

d). Programing: Anne Gremillion

Anne will contact Board members to serve and plan a conference call.

e). Communications: John Gayle

preparing a questionnaire to the committee and obtain information on markets served.

Next step is to contact promising entities in markets for cross marketing opportunities.

Like MADD and Stephen R Austin.

Seek groups that are active in social media. Express what we can offer in exposure and what these groups have to offer.

Another goal is to improve the Facebook page. Like a campaign to increase the number of likes.

f). Development: Pike Thomas

Looking for Board representatives and friends to do presentations, like at the Rotary Club meetings, etc throughout the RRR marketing area. Have a power point presentation to present at these civic group meetings. Not just Kermit, but solicit Board members and friends to present.

5. Old business

6. New Business

a). Mary Decker: Estate Planning

Corporations and individuals will include donations to non-profit organizations in wills and estate planning. Look into how to do and how the new tax laws for 2018 will affect RRR.

B). Mary Decker presented a resolution to add Bill McFadden of the Louisiana Boardwalk to the RRR Advisory Board. Resolution seconded by Anne Gremillion. Passed unanimously. Kermit will contact Bill.

Minutes completed and presented by Joe Kane