

# Mearns FM – Board Meeting 9 MAY 2011 – 7pm at the BELVEDERE

## PRESENT

BB	<u>Bill Barclay</u>	Convenor
AC	<u>Alan Craig</u>	Vice convenor
CS	<u>Charlie Sands</u>	Company secretary
TM	<u>Tom Macpherson</u>	Studio technical
CH	<u>Chris Ann Holt</u>	Treasurer
DM	<u>Doug McKelvie</u>	Sales and marketing
SW	<u>Scott Wallace</u>	Music and commercial production
NG	<u>Nigel Griffiths</u>	Funding and fundraising
GD	<u>Gordon Dunlop</u>	Events and outside broadcasts
IH	<u>Ian Hunter</u>	Transmitter technical

## APOLOGIES

None

## AGENDA / PREVIOUS MINUTES

Noted that TM had not received minutes or DM's powerpoint presentation, so everyone was asked to check their mailing lists.

## CONVENOR'S REPORT

**Bill Barclay**

### Organisation of meetings - time limits for reports (DM)

DM suggested a 15-minute time limit per director, and BB asked people to limit themselves to about that.

There has been a lot going on, but the Agenda covers it. BB proposed the previous minutes be accepted and SW seconded this.

## SALES AND MARKETING

**Doug McKelvie**

### Sponsorship - £65 (1 hours peak) and £100 (1 peak, one off-peak hour) for a year (3 mentions)

#### Advertising - rate card

#### Promotional materials & standing order for sales team

#### Script for adverts (SW)

A powerpoint presentation was distributed previously and the updated version last night. SW DM has commented on the first one. There have been suggestions for improvement. NG questioned the statements (or are they questions) at the top – So he suggested "What do you get ?" or "What you get". And the justification needed to be consistent throughout the document. AC thought the multiple effects detracted from the content, and it should be a simple "appear". DM said the timing of the flying bullet points was to match the music on version 2 – but not everyone could hear the music. And AC wanted a banner that was constant for all the slides. Once the content is settled, the suggestion was to put it in flash file and on the website for easy viewing. AC, SW and NG offered to help DW with this. AC, SW and NG.

It is intended to have a Mearns Directory as a page in the website – with links to websites for current advertisers and sponsors only.

The proposed cost of sponsorship would be £65 for 1 year; that it would also be £65 for 30 day ad, and that for £500 you would get 2 months advertising for a full year of sponsorship of same hour every day for a year.

DM wanted separate bank account and will approach Rose at RBS about new accounts and their charges. DM

DM looking for new ad scripts which SW is going to send him. SW

A number of existing advertisers/sponsors will need to "sign up" when the new schedule is set. Extra adverts over and above the number paid for will be put on until we get the system up and running. Woodside of Glasslaw, McDougall & Masson, and First Drive Cars are lined up for now. SW to make up a spreadsheet or process to follow here. SW

The Station and Heugh have perhaps never paid for sponsorship of the streaming. It was not know if an invoice ever went. Scott and/or Ian were going to do it, but there was no point in following this up now.

Recruitment of sales team – want basic structure first. DM happy to carry on alone for now and then send out a begging e-mail later.

DW requested broadband, which had found on 3G at £15 a month. CH suggested we check coverage first. And try your phone too. O2 is best. DM is prepared to take it out the contract until we get some sales in. Then the dongle would be paid for. AC thought the coverage was an issue, and the speed would be ropey. BT Open Zone was considered? It was thought that there are no operators that only charge for usage. DM to investigate for next meeting, but wants to be able to sign people up online there and then. DM

CHS has been looking an online marketing programme called "Salesforce" which make a certain number of licences available free to charities. CHS

## **FUNDING AND FUNDRAISING**

**Nigel Griffiths**

**Quiz night (21 May - Scout Hut) - licensing, live entertainment, tickets (approval, amendments, production and distribution)**

**Feein' market (4 June - Market Square)**

**Car boot sale (12 June - Market Square)**

AC has had 5 of 6 offers of help and is tracking these and is ready to reply. The Scout Hut doesn't have an entertainments licence. It was decided to stick with these premises but drop the selling of alcohol. BYOB to get round that issue.

The Acts are organised. AD didn't know what raffle prizes had come in yet. He did order tickets but has been able to change it for the BYOB change. It would be possible to allocate so many to each presenter, but this hasn't worked before. Paul Bowden (Liquor Store) will take a lot of tickets, and it was agreed to get presenters to collect them from the studio or the Liquor Store. It was agreed that *accompanied* children go free. Craig Donald has already done a really good advert (on facebook), and SW will put it on air. SW

NG said he still got books of raffle tickets – there is no need to buy more. NG will go around the shops and get more prizes. The last time he did this the shops wanted a letter – NG will draft one up and sign it himself. NG

GD agreed to coordinate getting the equipment up there – GD will do after 2pm and AC will get help then. There will be 3 acts – the fiddlers (Steve and Ross Hull) Dave Ramsay and Ray Milne , and a band (John Buchan and the thirty-nine steps).

Steven Innes has offered services as MD but we already have agreed to Duggie. Not wanting to discourage him – he can help and fill the gaps. Yes, BB has already tried to contact him and has missed him but will try again.

FEEIN' MARKET. What are we going to do on the day? GD proposed getting some money together to get wristbands to sell. Ideas to NG. AC wondered about setting up a psuedo station – for people to pretend that they are on the air. The selling point was that it is interactive – and IH suggested a "one minute grump" for £1. These could be broadcast- if appropriate – at a later date but not live!

GD suggested a duck race – but it would take people away from the square and BB was not sure if we had enough people. It was agreed this was for or another day – maybe a major event at Benholm Mill.

What is the cheapest memory stick? AC thought we could give people a recording of themselves to take away. Maybe 30p. We could record an intro. SW said this could be set up to open a browser to the website. Bank of jingles, intro, song, and make an appeal? Fill up with old Stonehaven Community Radio. NG

CAR BOOT SALES – nothing to pay; just turn up with a table. NG to advise people about it nearer the time.

CALENDAR. Hector came in to see BB with marvellous photographs. He is now at the stage of wanting them approved, so that calendar could be available for the feein market. Other people are maybe doing the same thing. He has requested a meeting to choose the pictures. It is a Mearns (not a Stonehaven) calendar. We would need sponsors but in advance we would have to get an idea of costs. The Feein market is the target date. It would be a 12 month or 18 month period. 3 people need to meet with him (BB, NG, CHS) SW said he did this before with £600 for 2500 copies (BB to speak to Douglas Paton to check). The proposed meeting was this Wednesday at 7.30pm when NG might not be available. BB, NG (or CH), CS

AC has collection tins (4) where he has printed MFM labels. It was suggested these went to Stonehaven shops for now - Liquor store, Charles McHardy (Gregor - NG), Ellon Stall and either the Marine or the Ship (DM). We need to monitor when they need emptied – NG to check McHardys

NG wants to get a strategy of main 4/5 events. Drop e-mail to NG with any ideas. So we might have a duck race (down from Woodcot Hospital, or at Benholm Mill), but what else????

8pm

## **MUSIC & COMMERCIAL PRODUCTION**

**Scott Wallace**

### **Donated PC being acquired (AC)**

### **Presenters not appearing - station policy and passport (CS)**

AC is getting 4pcs so we need to buy licences for operating systems. CH to check prices with Steve. 2 or 3 PCs to go to Mearns FM and others to Mackie.

Should there be an emergency, we need to know if presenters are in and there has been a problem with presenters not appearing. So SW has set up an Email address [noshow@mearnsfm.org.uk](mailto:noshow@mearnsfm.org.uk) to auto-forward to all of the board. This is meant for last minute cancellations only.

If we have notice, then can we e-mail everyone to see if they can provide cover? We need a list of e-mail addresses for presenters to contact each other without digging too much. Set up [presenters@mearnsfm.org.uk](mailto:presenters@mearnsfm.org.uk) and the same for [technical@mearnsfm.org.uk](mailto:technical@mearnsfm.org.uk) and [board@mearnsfm.org.uk](mailto:board@mearnsfm.org.uk)

SW trying to update members details. SW to contact CS for update. We need to combine the two forms (members and presenters) for now and it was agreed to discuss this again prior to AGM. AGM

The directors need to meet to consider and approve applications – but CS suggested in view of the number of late applications the last time that there are no such meetings after a meeting is called but before the AGM/EGM itself.

SW said he was conscious that we are missing a focal point for presenters. Someone needs to have an overview of who is who - and has a presence - and communicate this info to keep them up to speed. And it is also a way of hearing their views too per IH. We should be still looking to co-opt someone to do this

CS suggested it would be helpful to publish minutes. Subject to them having confidential matters that needed to be private, it was agreed to publish them. CS

SW

BB agreed we need to look at this again, and there were individuals that this discussion could be held with. SW said he would send bullet points to BB of what he say was this role.

## **STUDIO TECHNICAL OPERATIONS**

**Tom Macpherson**

### **Competitions and prizes - Chrissie Stirk's comments at the EGM**

TM picked up on the previous discussion on how to deal with competitions and prizes. The terms on the website now make it clear that family members cannot take part in competitions. Phone in shows need to be clearly "above board" to protect the integrity of the station.

SG thought a one-off show competition could be subject to a lower lever, but BB and NG disagreed and suggested a single procedure.

BB said we needed a log for prizes – where they came from – and who won then, and if they weren't won what we did with them and how they were given out. Someone has to take responsibility for this, and it was suggested this was a role for the new programme coordinator.

BB is going to e-mail Steve and Ken and Chrissie to confirm that the issue of prizes and how they are dealt with has been addressed. BB

There was then a discussion of the treatment of adverts for commercial businesses and charities. For commercial entities, we can mention the event as being on (whatever it is) but shouldn't go into how to get tickets for a commercial event.

SW confirmed that we needed to make sure presenters commented on costs of phone calls and texts when they were promoting phone in competitions etc.

NG felt there should be funds to keep the library up to date. SW said he was already in touch with record promoters and we can get some releases from them – even if we can't get on a general circularisation list. NG has a MPE system to get access to their new releases that he can download (e.g. to a memory stick) and use.

SW wanted presenters handing in their discs for copying onto the database, but TM confirmed that the station needed to own the CD to be able to store a copy. Presenters can play what they own themselves, but we need to take care not to hold too many tracks, or tracks we do not own.

TM is happy to do look after the database and backups and so on (but not decide on the content). However he thought we needed to sort out "shared responsibilities" further – especially with SW and IH. TM to draft a list of what he sees as his responsibilities for future discussion.

AC confirmed he has tracks bought for the kids at the school – for the money donated by the Lions – and (whilst these were on the hard drive at the school) these *could* be copied to the drive at the Town Hall.

AC was happy to run a training course (in the summer) but maybe in the short term he could send out an e-mail offering one-to-one training. GD can now update the events part of the website (and subsequently AC said he would allow any authenticated user to do so). The Forum is still being developed and is not quite live. AC

TM has also had a comment from a presenter that she did not know who the new committee was. AC to update website. BB also confirmed a meeting must be held to "meet the board" and 2 June was the proposed date. AC /BB

Easyfundraising is something that GHR uses. If you click on Amazon, for example, then amazon pay 2.5% of the purchases come back to the charity. Every little helps. TM agreed to TM

set up, and all the presenters and members can be encouraged to use it.

### **TRANSMITTER TECHNICAL OPERATIONS**

**Ian Hunter**

The link to the transmitter will cost £200 - £300. Technically this can be done, but we are waiting for funds.

IH also wants to raise Ariel at Stonehaven by 20ft. The former is ok with this but we need to check with Ofcom and take a change to the aerial at the same time. The present aerial is directional and we have lost out as they reduced the power. There may be a cost of getting the transmitter re-inspected by Ofcom – this might cost several hundred pounds.

We have still got leader funding (maybe £500) to fix the portacabin at Collardo. It needs doing and needs people. We have lots of members and we need a system to get them involved. Tony Langton for example has great skills and we need to get people like him involved. It may be possible to get local company to help but we need to show work has been done (and we can use hours to match fund.)

### **EVENTS & OUTSIDE BROADCASTS**

**Gordon Dunlop**

#### **Skatepark fun day (25 June - MFM to provide music)**

#### **St Cyrus Gala (25 June)**

GD wants to get the use of new PC until we can get laptop. AC repeated that these need operating systems/software ASAP. CH to get prices. TM to instal. Agreed just to go ahead and order if cost is modest but not until after the quiz night. CH

OPEN AIR POOL – Ken Venters has advised GD we have been asked to do opening day on 28 May, but the message had gone to his home e-mail and we don't have it. Mike Robins is the contact – to get details from the Friends of the Pool website. We get power there but need to check plug type. SW has some. And GD will send out a general e-mail for help. GD

Skatepark fun day (25 Jun) clashes with the St Cyrus Gala Day (25 Jun) on the same date.

GD suggests we do the latter only as it was the first that came in. There was then a discussion about what we were being asked to do. Just providing music? Can you not do that easily? How many presenters do you need? NG thought you could get away with 2/3 people, but GD disagreed especially if it was a long event.

An "outside broadcast" - tying back the studio is complex. Distinguish that from a "roadshow" which is providing a PA. Do we have equipment to supply both? IH has speakers enough for the skatepark in his garage (returned unwanted from Mearns FM) and there is an amp at Collardo. 2-3 people are enough unless you want a "presence" for fundraiser or whatever and IH agrees with NG.

BB therefore suggest a sub-group under Gordon (of people who know what we are doing) to decide exactly what we take on – and GD to put out an e-mail looking for volunteers. We want to do both if we can per BB. AC can borrow equipment from the Lions. If we are going to do Skatepark, AC will liase with Lions. When volunteers put names forward, they have been neglected in the past - so we need to do to best to use them. GD / AC

IH and TM not available on 25 June, but we have neglected volunteers in the past and we can't do that again. This has to be raised at the presenters open meeting.

As far as charging, these two events were booked before so all we can do is ask for a donation.

GD also said that transport becomes an issue. Chris works for a courier company and if he is not available transport there can be problems. AC will help if available.

## **TRAINING AND RECRUITMENT**

Vacant

### **Schools training - Johnshaven commitments**

GD has completed the training at Johnshaven – Wed + Fri and recorded a 4 minute programme. It was the pupils we were training and they are doing a lunchtime club and will themselves take things forward. And they want to visit the studio too.

CH saw Alan Sanderson – the previous agreement was to train 2 teachers and there will be a follow up needed for Johnshaven, Mill of Forest (Mrs Fraser), Fettercairn and Mearns Academy. IH has agreed to follow that up – how to use mixers etc. This might be staff CPD opportunity and in that sense if AC is the CPD trainer that would be possible to do this efficiently. Ranjit was the coordinator (now moved to the admin side – a depute rector at Mearns). It might be an opportunity to offer as CPD training for teachers on the Aberdeenshire CPD register, and other schools can perhaps use the Mackie studio.

IH  
/AC

## **CAB REPS**

Vacant

### **Outreach - meeting in Laurencekirk**

Discussion deferred

## **VICE CONVENOR**

Alan Craig

### **Communication within Mearns FM**

#### **Presenters accounts**

#### **Membership subscriptions**

#### **Development of organogram (job descriptions)**

AC has made some progress with the website and setting up NG's ftp account to upload his shows using an ftp client.

AC suggested that all members contribute a small annual subscription. GHR uses this to bring in several hundred pounds. This was discussed last year, but rejected. There were mixed feelings about a £10 fee. This can be discussed at the AGM, with some honorary memberships for appropriate people.

AGM

Website still to updated from organogram

AC

## **TREASURER'S REPORT**

Chris Ann Holt

### **Current financial position**

#### **Approval of 2010 accounts**

1&1 six-month subscriptions. 6 months to pay £35. AC to check date due.

BB still to go into bank with ID

AC

BB

## **SECRETARY'S REPORT**

Charlie Sands

### **Paperwork for new board members**

#### **OSCR annual return**

#### **Disclosure / protection of vulnerable groups**

#### **Publication of minutes**

OSCR annual return has gone in.

SW has contact at PVG who said there is no legal requirement of us to have any check facility in place. We can decide our own policy and do this if we want. We need to be seen to work responsibly. PVG is the best thing for us as this gives you an alert if something flags subsequently for an individual we have checked,

We can also take someone else's checks and use them if we want. They would have to be current.

TM said that GHR was investigating whether it was exempt from PVG - except that people going around the wards should be PVG'd.

CHS suggested we took advice, and will contact ACVO. It was agreed it would be irresponsible to do nothing. CS

It remains the policy that children MUST be accompanied for now, but we can decide our own policy going forward.

Agreed that the Minutes should be published and that there should be a hard copy in the studio. CS

9.30pm

### **AOCB**

#### **Websites - use of sites, training, future possibilities, fundraising, organogram**

#### **Disciplinary issues**

**AC** – has received a letter from Dave Ramsay. He is proposing a heritage project – people 50+ National endowment for science and arts and is asking for the project to be given a weekly heritage slot. He wants to host a show. YES – AC to write back to invite him to choose a slot. AC

Lions – want to give money away to youth oriented projects. They can assist youth/MFM thing and the local band recordings – AC wants to use money to buy an electronic drum kit. Agreed. A drum kit in the studio is a nightmare so the local youths would then be able to do a series of recordings to create a CD (to fundraise for themselves).

IH proposed we needed to log the work we are doing and shout about it in the Leader or wherever. The P&J have always been good and the Leader is getting much better.

NG reminded the meeting the Leader wanted only one person to be contacting them. It was previously agreed this would be Ken Venters.

If there are things going on, we need to put these on the website – not just that they have happened but as a newsletter/ permanent record of what we have done. There was previously a list in the off-air studio. We need to "big it up".

**DM** – received an e-mail saying some people couldn't work the new system and it has been down. The music server needs to be up and running and for that we need the other PC (which is imminent).

The back door must be shut - make sure it is latched!

SW – STV do a local website daily video bulletin lasting 3½ minutes (but we could use audio content). They agreed we could use it on air – but it finishes on Monday. The local editor (Jenny) has gone but now we have a point of contact.

IH – has had queries from people who understood from the EGM that these minutes were to be open forum. BB confirmed they are not. But anyone is welcome to contact us and any issues they want to raise can be directed via any board member. There was then a discussion about written reports and whether submitting these in advance would shorten meetings here as they had at GHR. It was generally thought that this would be another task we could do without but could be reconsidered if the meetings were monthly. In advance of the board meetings, however, directors were asked to give a "heads up" of a couple of sentences in advance for matters they wanted to raise..

**NEXT MEETING: Tuesday 24<sup>th</sup>. BELVEDERE - ok**

