

Minutes of the meeting of the Board of Directors of Midlothian Community media Association held online on Monday 4 September 2023

Present: Kim Thomson (KT); Steven Horsburgh (SH); Tony Conlin(TC); Chris Mackrell (CM); Bob Miller (BM); Russell Aitken (RA); Geoff Ruderham (GR); Alan Thomson (AlanT); Ian Hunter (IH)

apologies - Addie Thomson and Larry Donaldson

Minutes of previous meetings not yet available but will be ASAP

Chairwoman Update - KT reminded Board that we should continue to allow members to speak without interruption and ask questions after

Confirmed Jill Marsh at Community Centre contacted KT by telephone to advise our application to move to the small building in the car park at Gardiner Place was not successful. Advised the successful candidates were very well deserving and had nowhere else to go.

BDFM has a lot of other projects 'on the go' and we can concentrate on those.

Finance Update

Delivered by KT in AT absence

12,766.71 in the bank and includes KC kitchens £240 3 gala days - Dalkeith, Gorebridge and St Matthews, PPL payment of £703 and VAT refund £557

Fundraiser £400 to be added

BDFM received a letter from solicitor regarding the estate of Rosemary Wilson. Rosie, as she was known at BDFM, has bequeathed £5000 to BDFM. The solicitor has asked for confirmation from BDFM which KT will do. KT asked BM if he wanted to contact the family to show our appreciation as BM knows the family well. KT suggested we ring-fence the funds, as we did with previous donation from Bill Prentice, so used for something 'special'

The board agreed to this.

GR suggested we look at DAB with funds - KT advised this had been spoken about before. GR suggested he and CM discuss offline and come back to Board.

Board agreed to look at ideas at a later date once funds are passed to us.

BM asked how access to Bank was progressing for AT. KT advised RBS spoke to AT earlier and confirmed they would send another email with links to complete

IH asked how we were progressing with annual accounts. KT advised they would be ready for AGM

SH advised Carrie Campbell had raised a reminder that accounts need to be finalised and submitted by 31 December.

KT advised AT was given contact details for an accountant and would be in touch asap.

Technical Update

New router installed on site so now have full advantage of new broadband
minor snags at first installation but all fixed.

Transmission - we've had lot less dropout, also now in getting to time of year where there are less leaves on the trees so should be less issues

We have upgrades required - one is Playout 1 version 5. CM tried to upgrade himself but we need playout 1 to do this. CM arranging this. CM will advise when this is done.

This will give webtv more controls Live from home will move from icecast to livestream on sustainer - presenters will be able to connect themselves

CM sent a development version of new website. Using Wordpress to run website. CM asked for feedback from board on new website.

Board advised the new website looks very good. Very impressed with it. SH displayed site on screen during meeting to assist showing the board. Still working on it and looking to have content from each programme before going live.

CM will speak to Graham Rigby about advertising details on new site. 3 different options for advertising with easier way to select and find out costs.

Free service that uploaded programmes automatically to Mixcloud was moving to a chargeable model. £35 a month. cheapest alternative is £25 pm. manual method - presenters do this themselves. Mixcloud charge £10 pm. Station pay £10 and presenter do the upload themselves.

SH raised layout for advertising is more up to date. KT suggested we would get more advertisers with how much it costs available on the site

CM

Xmas advertising.

Xmas advertising - incentives. CM suggested we offer discount. AlanT raised that he along with IH will be attending a business fayre in September so if package was agreed on they could have this to try and get adverts.

Offer 3 months for price of 2. allow Nov, Dec and free Jan. does not include audio production.

Board agreed to this suggestion.

GR Suggested we amend sales promo to have one for Xmas. SH advised if we have Devaweb do this the charge would be £96 We could do this ourselves or have Devaweb do a line and we merge it.

IH suggested he and AlanT get Chamber of Commerce put the details on their website.

Board agreed to this

Chamber of Commerce update - AlanT

28 September workshops and network with other businesses. COC will be recording updates - AlanT confirmed this would definitely not be adverts. Hopefully look to lead on to get advertising. IH going to have a meeting with COC.

AlanT was put in touch with person at Midlothian Council who deals with work experience. Obvious issues - can't offer 9 - 5 mon - fri. offered 2 sessions within a week. AlanT at breakfast and RA on sport. AlanT will be present also.

Same person also involved with Duke of Edinburgh in Midlothian schools - there is a module for volunteering and they are keen to have them involved in radio. More chance of keeping young people involved long term.

If this was to happen AlanT would ask for more involvement from other presenters

BM advised he knew a young person in Scouts working towards a Communication badge BM not heard back yet

IH has contact number of District Commissioner in Scouts. Forth childrens theatre also has young people keen.

RA advised his mic is now working

AlanT concerned we start too big and not got enough presenters involved. Agreed we would start small

Board showed appreciation for AlanT work

Local news - Midlothian View - Phil Bowen. Provide daily Midlothian news. AlanT editing as required so we can read out. BDFM logo will go on the Midlothian View site and vice versa. Can be flexible if we don't have presenter available or Phil not able to provide news.

GR had suggestion of when to read out news and weather. AlanT presents live from home so presentation has to be a set way. Advised he reads local news once an hour and sport once an hour.

Ideally we could have someone record the news so it is uploaded and played straight after Sky news. This is something we can hopefully work towards.

Scheduling update

Schedule referred to as being like Rab C's vest! (full of holes!) - Couple of presenters short; Louise and Tony taken a break due to personal circumstances. Matthew not able to cover all his slots.

Cover is needed for Tues and Thursday pm and Monday and Thursday 6 - 8pm. Looking to keep Sunday slot for Country show. Still on look out for presenter to take over. Saturday and Sunday looking good just now

SH advised he updates schedule online and it updates on the bulletin board straight away. Gives up to date details at all times.

RA advised he had heard from someone looking to be a producer. currently on a media course.

CM advised the person could help produce a programme - TC suggested he help LD to get back on air.

Could also assist with internal production of promos etc

RA will go back and get more information.

Fundraisers

KT advised we raised £400 at pig racing. Attendance described as pitiful and embarrassing, also always the same people.

External advertising - posters could have gone up quicker but membership did not get involved.

SH raised this is just the way it is. Perhaps people just don't have the money or are not interested but will give a donation.

Also demographics of getting there from home could be an issue

Also raised that it is a struggle to get people involved in gala days and events

IH raised - sponsors for sport teams - working with Russell. CM had meeting with connection and now need IH to have meeting with them.

Roslin business centre. Communication Company. Agreed to give £500 to run a campaign to have £100 grocery voucher for Sept, Oct, Nov & £200 Dec. Listeners text in and we get commission from income. IH suggested this would give us an idea of who is listening. Has someone to do voiceover. Board suggest that if the listener has to pay to text (using a short code is chargeable) then we won't get the feedback IH suggested.

Would get publicity from winners

IH will explore and come back to the board before end of the month.

GR emailed the Board with a suggestion to leave the MCMA membership fee as it is and add an additional fee to broadcast

Board agreed it would be useful to have a breakdown of income and expenditure and how long it would take until BDFM have to close with no more income that £1 membership fee.

Board also agreed this would require a separate meeting to discuss fully.

CM will do on -air survey to let people know and get feedback. Will pass to rest of board first.

CM will also look to set up meeting in due course to review key commitments.

Concerns

BM read out email from member who wanted to voice concerns about the way the station is run.

The Board have discussed the email and accept there has been occasions where there are fallouts but the Board agree we should work toward a happy and harmonious group.

BM will answer the email and assure the member we have taken the points on board and will take any necessary actions.

BM suggested another presenter meeting

The Board agreed with this.

Meeting Closed

Next Board Meeting Monday 16 October at 7pm