

# Annual General Meeting Feb 20th, 2019



99.3 County FM

“Prince Edward County Radio Corporation”

# Agenda

1. Notice of Meeting (0:05)
2. Special Guests (0:15)
3. Adoption of 2018 AGM Minutes (0:02)
4. Board Elections (0:15)
5. Salute to Deb Simpson (0:12)
6. Annual Report (0:30)
7. Audited Financial Statements (0:10)
8. Accept Audited Financial Statements (0:02)
9. Appoint Public Accountant & Approve (0:05)
10. Wrap Up (0:05)
11. Conclude the Meeting (0:02)

Annual General Meeting, Feb 20th, 2019

# 1. NOTICE OF MEETING

## OFFICIAL NOTICE

Prince Edward County Radio Corporation

2019 Annual General Meeting

Wellington Town Hall, Feb 20th 2019 7 - 9 pm

The 2019 Annual General Meeting of 99.3 County FM (Prince Edward County Radio Corporation) will be held on Wednesday, February 20th, from 7 to 9 PM at the Wellington Town Hall, 246 Wellington Main St, Wellington, ON for the following purposes:

- To confirm and ratify notice of the 2019 Annual General Meeting of the membership of the Corporation.
- To receive the Financial Statement and Annual Report of the Corporation for the period ending August 31, 2018
- To elect Directors of the Corporation.
- To appoint the accountant of the Corporation for the ensuing year.
- To transact such other business as may properly be brought before the meeting.

Anyone who is a member in good standing at the time of the meeting can attend the meeting with full voting rights. Memberships can be purchased or renewed at the meeting, or before the meeting at the studio during business hours or on line at <https://993countyfm.ca/get-involved/become-a-member/>.

Members who are unable to attend can appoint another member as their proxy by printing and filling out the Proxy Form attached to this notice. The form is also available at the station office at 38 Cold Storage Road or by emailing [reception@993countyfm.ca](mailto:reception@993countyfm.ca). A member can only hold one proxy from another member.

# Motion on Notice of Meeting

- To confirm and ratify the form and adequacy of notification to members of the February 20<sup>th</sup>, 2019 Annual General Meeting of the membership of the Corporation.

Annual General Meeting, Feb 20th, 2019

## **2. SPECIAL GUESTS**

Annual General Meeting, Feb 20th, 2019

## **3. 2018 FEBRUARY MINUTES**

# Motion to Adopt Minutes

To adopt the Minutes of the Annual General Meeting of February 26th 2018.

Annual General Meeting, Feb 20th, 2019

## **4. BOARD OF DIRECTORS**

# Nominated for Election

- John Ferguson (returning)
- Caleb Hutton (returning)
- Mike Harper (new)
- Theresa Tunnell (returning)
- Lynn Pickering (returning)

2-year term

# Board Highlights

- We completed a major new Strategic Plan including:
  - Volunteer Engagement
  - Improved Broadcast Systems
  - Sustainable Financial Performance
  - Program Development
  - Marketing & Community Outreach
- New dedicated fundraising team with ambitious plans.
- We secured a new GM as Deb Simpson retires.

# Salute to Deb Simpson

Proclamations

Ian Batt, Sales Executive

Lynn Pickering, Executive Producer  
County GrapeVine

Pat Larkin, IT/Production, Safety  
Officer, & Volunteer



Annual General Meeting, Feb 20th, 2019

## **6. ANNUAL REPORT**



Annual General Meeting, Feb 20th, 2019

## **6. OPERATIONS REPORT**

# Mission Statement

99.3 County FM is a not-for-profit, volunteer driven, community funded radio station.

Connecting the County, this essential service reflects and contributes to the cultural richness, diversity and vitality of Prince Edward County.

# Remarks from Deb Simpson

- Facilities and equipment – a cozy place
- Eastlink's trenching down Cold Storage Road
- New digital board and newsroom mixer
- Air conditioner and monitoring system at the transmitter
- DJB Automation System
- Conversion to a new accounting system
- Radiothon and the grant to help finish The Green Room
- Reaching out to visitors – Marketing Publications & Parades
- Beautiful new events tent and rugged computer for events

# Deb's remarks, word doc

- Opening Remarks - on my side:
- 
- This is a nostalgic report for me, as I look over what has been a busy year, and my last operating report as GM.
- 
- Words cannot convey how honoured and privileged I have been to lead operations at the station with an absolutely amazing staff, board, loyal group of volunteers and sales crew. They always stepped up to the plate.
- 
- Here are some highlights ...
- **Facilities and equipment**
- The square footage of the radio station has always made it a cozy place. We were able to increase our square footage by trading advertising to add to our rental space. This has resulted in 'the green room'. We secured the envelope with the assistance of trade from Picton Home Hardware, Peter Morkis and crew from Woodcrafters and Al Edmunds from Greenbush electric. We secured a small storage area from our landlord, which has enabled us to relocate some items to the basement, but storage will always be at a premium.
- 
- **EASTLINK**
- After struggling with our deteriorating Bell lines, we were able to take advantage of Eastlink's trenching down Cold Storage Road to the farm centre to switch over our phone service and also go to a higher speed internet. Unfortunately budget considerations did not allow us to add additional lines at this time.
- 
- **DIGITAL BOARD AND NEWSROOM MIXER**
- We replaced our news room mixer, which needed to be serviced and repaired, due to a beverage spill. with a smaller unit which was \$350 instead of \$3500 dollars. Pat has determined the replacement part required and we should have a good repaired spare unit for the production room. It is of the utmost importance that all beverages are capped and no beverages come within several feet of a control board at any time.
- 
- With the opportunity to live broadcast some of the Dukes away games, we used the remaining Parrott foundation grant money for equipment to trade in installed digital on air board for a higher model, which would provide remote live broadcast control of the on air studio. This is an extremely important piece of functionality to be able to expand future remote broadcasting capabilities.
- 
- **TRANSMITTER**
- We purchased on trade, a new air conditioner for the transmission shack, recognizing that our old unit was finishing its 4th year. This is absolutely essential to keep temperatures down in the shack. As well, Matt Dwight has installed great monitoring systems and monitors the health of not only the transmission equipment, but also of our emergency generator system.

# Deb's remarks page 2

- **DJB Automation System**
- We had several upgrades to DJB over the year, which improved stability, providing the golden rule of letting the system return from one command at a time is obeyed, however the shortcomings of the access database it was built on present obstacles which cannot be overcome. We investigated several other systems, which did not pan out at our price point, however we received word that DJB is changing to a sequel server technology - which is the best news we could get about the product. We have asked to be an early offline beta tester. The patience of both DJs and staff has been sorely tried over the last year again with this software, but the manufacturer has continued to work on the issues which are problematic. This last one is huge for us.
- 
- **Accounting system**
- Conversion completed and is showing promise in making it easier to complete reporting and perform audit
- 
- **Radiothon**
- Last year's Radiothon was our most successful effort ever, showcasing 4 days of music with county musicians, very capably organized by Megan Hutton. From 8 am to 8 pm Thursday to Sunday the county was treated to all styles of music. Our listeners were amazed at the depth and variety of music in the County. Musicians, volunteers visitors and staff had a blast.. we were really hopping. We also showcased our wonderful radio plays - which we are anxious to continue with on a broader base. All in all, we were able to raise enough money to pay down \$30,000 in debt plus the interest payable, leaving us with \$46,000 in of original startup equipment loan to repay. It was a fantastic effort from the community, the musicians, and our 99.3 family - of volunteers and donors.
- 
- **Alternative fundraising events**
- Aside from our Radiothon, small fundraising events are important to help bridge the gap between advertising revenue, Radiothon revenue and what we need for operating expenses.
- Prepared grant to finish green room and reconfigure studios - work has now been split- design and plan for on air and production studios made possible by trade with Picton home hardware will allow for installation of new equipment one reconfiguration of space... that's the cutover.
- 
- **MARKETING AND PARADES**
- 99.3 County FM was in **all parades this year**, using John Hoppers beautiful vintage camaro in the Canada Day parade, with our new sound system and intrepid volunteers - notable especially was the energy Mike Farrell brought to the party.
- 
- Event - Never saw it coming. At The Regent Theatre. by Lynn Pickering and Nancy Parks.
- 
- Reaching out to visitors....Advertising in glossy trade magazines, red map, large signage,
-

# Deb's remarks page 3

- WEBSITE REBUILT
- Deb S, Treat Hull, Pat Larkin, Tristan Treasure, Pearl Hucul and Kara Hepburn all worked to get the rudiments of the new website up, which is now much easier to change. Look for continued improvements - please make suggestions on what you want to see
- New events tent
- We received our beautiful new events tent as the last portion of a grants purchase which will greatly enhance our visibility in the community and also protect our remote broadcast equipment. This equipment now has battery operation too, and can be independent of power, at least for short periods of time. We also purchased a rugged laptop to operate the field soundboard when required

# A Tremendous Year

- 55 quality programs 100% through Volunteer Engagement.
- \$108,000 in broadcast time provided to the not for profit community at no charge to support events. This is outside of our public affairs programming, news, and ad-lib support.
- Over 6,000 Public Service Community Event notices read annually.
- Over 6,000 guests through the station annually.
- Over 250 Community Media Releases immediately read on-air covering news of closures, emergencies, and events.

# A Tremendous Year

- 83% of the organizations directly involved with Vital Signs have been on GrapeVine – multiple times.
- 765 GrapeVine segments, 1600 newscasts.
- 96 volunteers, 2 full time, 3 part time.
- One of the largest community radio stations in Canada in just over 4 years.
- Extremely active year with the business and arts community. Over 500 enterprises have chosen 99.3 County FM to deliver their message to The County.

# A Tremendous Year

- We exceeded our sales targets by 3%.
- We met our donations targets.
- Grants have become more elusive however we are pursuing all avenues. This year we supported operations entirely through advertising and donations.

# Programming

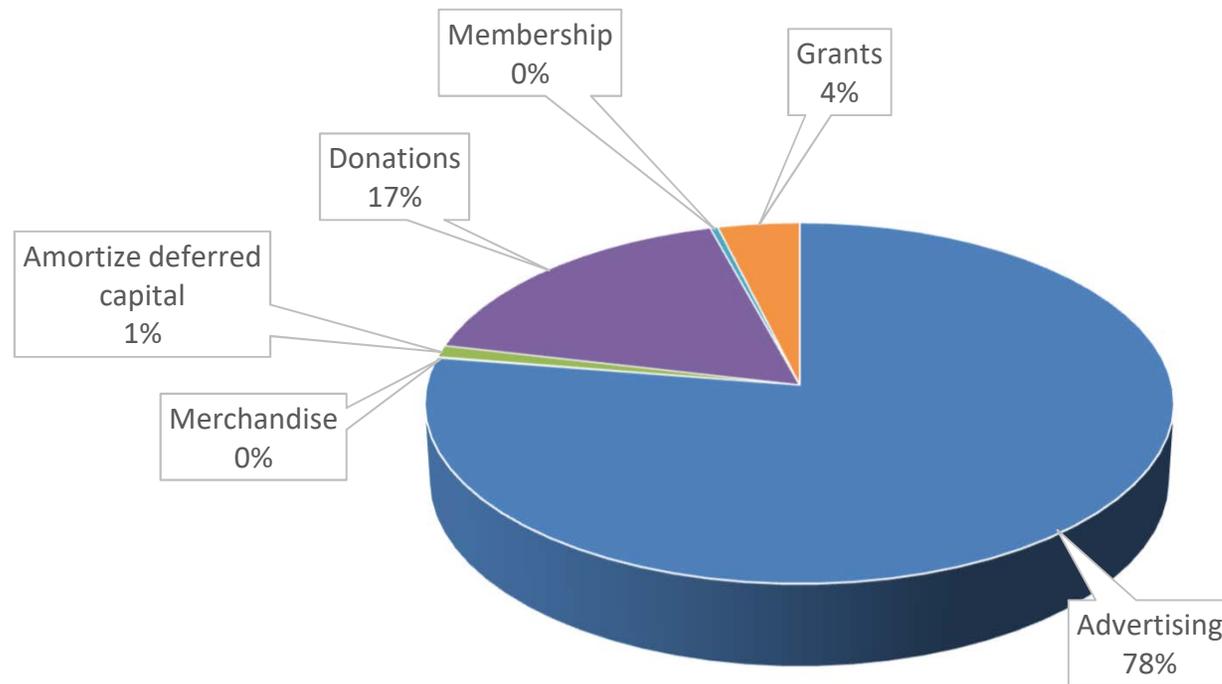
- Maintaining quality
  - Very little attrition, tremendous team work.
  - Fantastic variety of music programs with dedicated hosts.
  - Spoken word with specialty programs in all day parts.
  - The County's go to public affairs program "GrapeVine" serves to "Connect the County".
  - Concert Calendar & Arts Calendar 10 times every day.
  - Specialized music category broadcasting local artists a minimum of 8 times a day.
  - Streamline production, backup talent in all mission critical areas, and ensuring we represent all wards of The County have all been high priorities.

# Essential Service

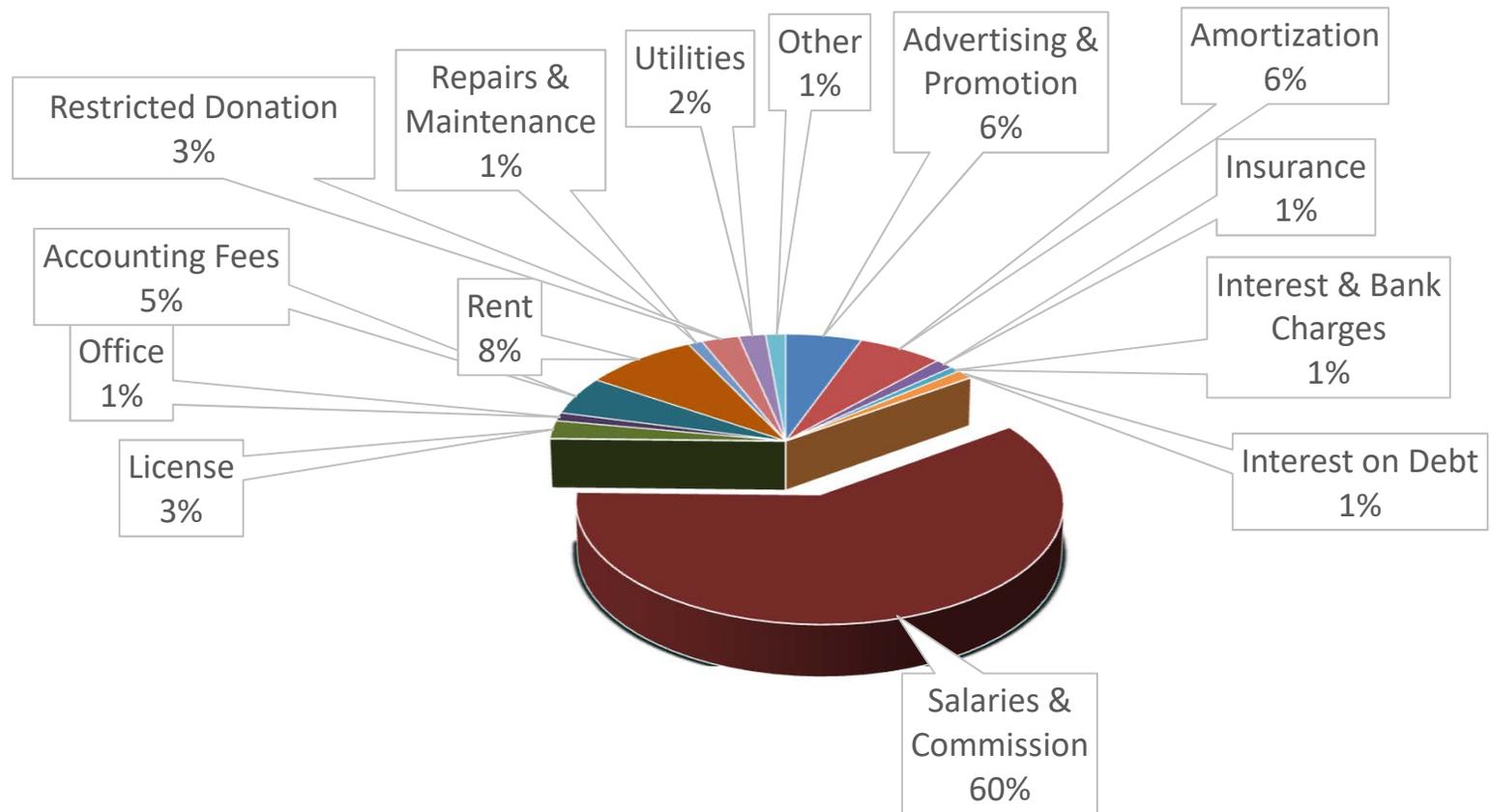
The team always rallies for The County!

- Alzheimer patient quickly located
- Picton Terminals marine barge submerged
- Incredible series of winter storms

# Revenue 2018



# Expenses 2018



# Facilities

- Unexpected guests visit our new emergency power generator.
- Also part of our essential service, ongoing use of the new emergency broadcast system (Amber Alerts and more).
- Movement to Google G-Suite for backup and communications.
- Studio expansion, equipment secured, preparing for the next phase in renovation and installation.



# Administration

- Station's success means all administration systems and professionalism needs to constantly evolve.
- Two distinct parts to station
  - On the air: all volunteer hosts (except emergencies)
  - Admin: paid employees in technical, time-critical roles
- 3.75 paid full time equivalents (compared to 22 FTE's provided by volunteers).
- Shoe string budget with professional standards, only possible through our volunteers.

# Volunteers & Donors

- Our volunteers are the critical driver to the station's success.
- New ways to attract volunteers:
  - UBtheDJ
  - On-air guests
  - Word-of-mouth
  - Video, Social Media, 99.3 County FM's new website
- Continued impact & fun, more job specific training and cross training to ensure we are 2 and 3 deep in talent for all roles.
- Focused exciting Radiothon in the plans plus ongoing consistent appreciation of donors throughout the year.

# Station Events



The Voice of the County

# 6. Operations Report

Motion to accept the Operations Report for the fiscal year ending August 31<sup>st</sup>, 2018.

Annual General Meeting, Feb 20th, 2019

## **7. FINANCIAL REPORT**

## **8. Motion to Accept Audited Financial Statements**

To accept the Audited Financial Statements for the fiscal year ending August 31<sup>st</sup>, 2018

Annual General Meeting, Feb 20th, 2019

## **9. APPOINT PUBLIC ACCOUNTANT**

# Motion to Appoint Public Accountant

- After issuing an RFP, and doing all due diligence to follow-up on each proposal, the Board of Prince Edward County Radio Corporation (99.3 County FM) recommends Wilkinson & Company LLP., Belleville to be appointed the Public Accountant for Prince Edward County Radio Corporation to perform an audit for 2019.

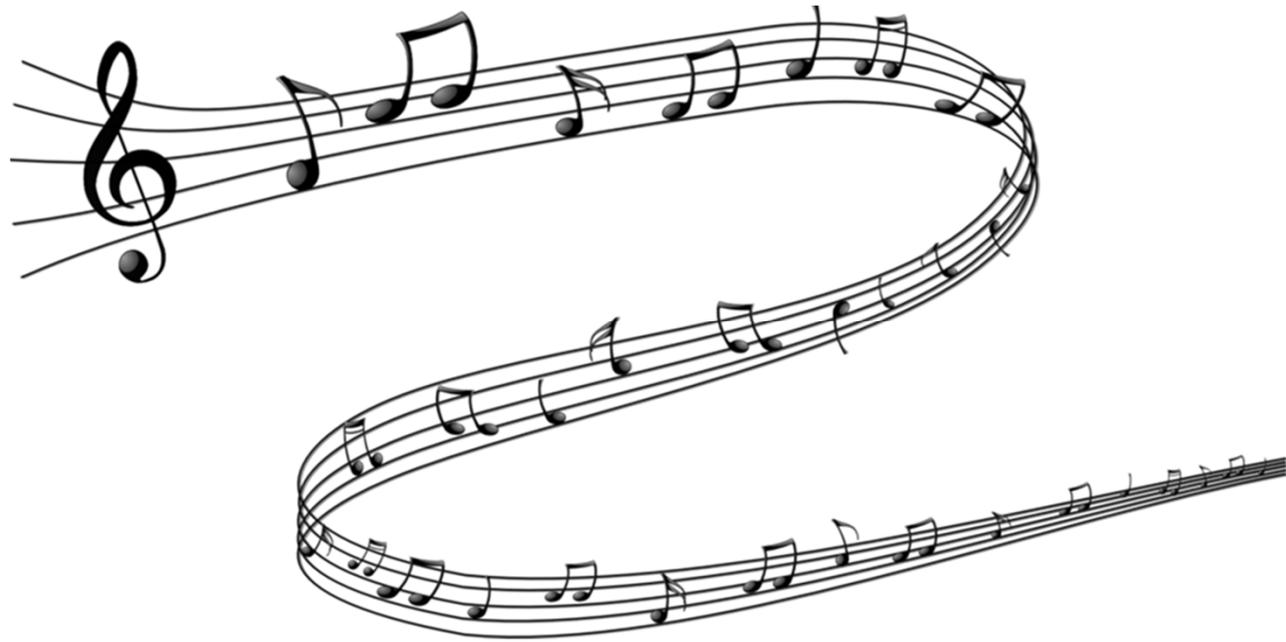
Annual General Meeting, Feb 20<sup>th</sup>, 2019

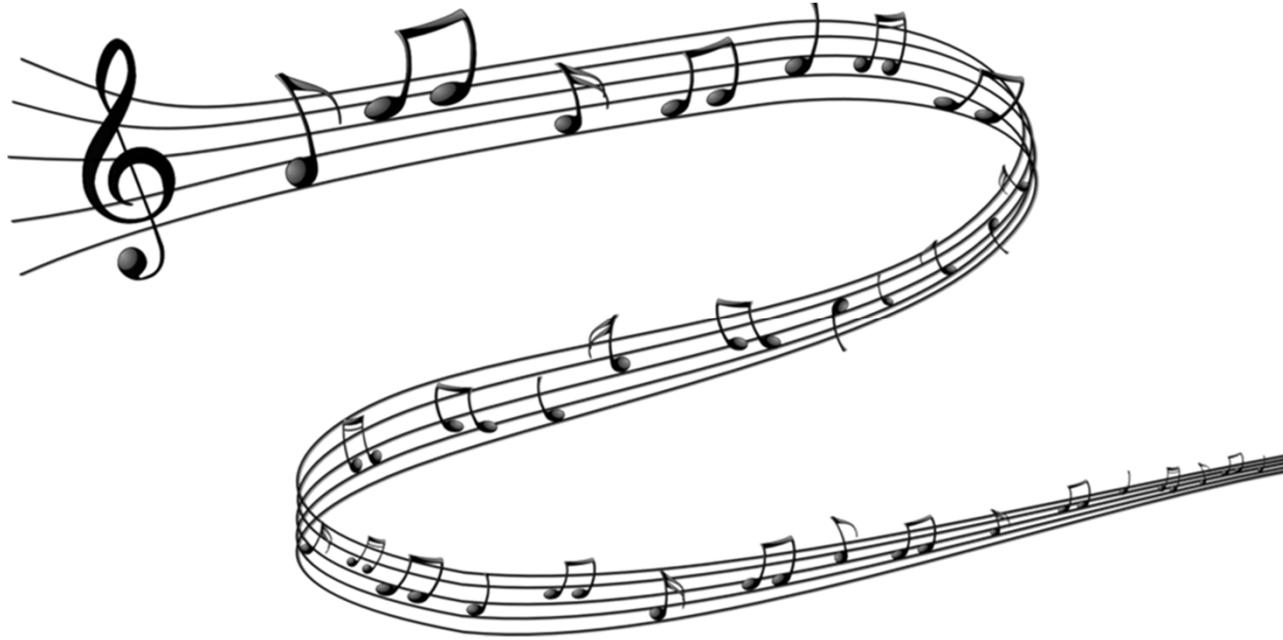
## **10. WRAP UP**

Annual General Meeting, Feb 20<sup>th</sup>, 2019

# **11. CALL FOR END OF MEETING**

**THANK YOU**  
for another fabulous year





Mark in your calendar  
99.3 County FM RadioThon  
April 25 – 28<sup>th</sup>, 2019