



Annual General Meeting
Jan 26th, 2021, start 7pm

Prince Edward County
Radio Corporation

Entertainment:
Mark Despault

Annual General
Meeting
Jan 26th, 2021, 7PM

Prince Edward
County Radio
Corporation



Agenda

1. Notice of Meeting & Land Recognition (0:03)
2. Special Guests (0:02)
3. Adoption of 2020 AGM Minutes (0:02)
4. Board Elections (0:04)
5. Resolution To Repeal Bylaw 22 (0:04)
6. Annual Report (0:25)
7. Audited Financial Statements (0:10)
8. Accept Audited Financial Statements (0:01)
9. Appoint Public Accountant & Approve (0:02)
10. Wrap Up (0:03)
11. Conclude the Meeting (0:02)

1. Notice of Meeting

OFFICIAL NOTICE ¶

Prince-Edward-County-Radio-Corporation ¶

2021 Annual-General-Meeting ¶

"Virtual-Meeting" Tuesday, January 26th, 7--9 pm ¶

¶

The 2021 Annual-General-Meeting of 99.3 County FM (Prince-Edward-County-Radio-Corporation) will be held on Tuesday, Jan 26th, from 7 pm to 9 pm virtually for the following purposes: ¶

- To confirm and ratify notice of the 2021 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, 2020. Copy of the draft attached to this notice and available by contacting reception@993countyfm.ca ¶

¶

- To elect Directors of the Corporation. Bio attached and available by contacting reception@993countyfm.ca ¶

¶

- To appoint the public accountant of the Corporation for the ensuing year. ¶

¶

- To pass the following resolution. ¶

Bylaw 22 reads: "Members may not attend members meetings, for the purposes of voting, by electronic means." That the directors, in accordance with section 152 of the Canada Not-for-profit Corporations Act, repeal by-law 22, and submit this repeal to the members for confirmation at the next annual General Meeting. ¶

¶

- 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 are \$10 and can be purchased or renewed by email e-transfer to ar@993countyfm.ca (no password is required, pls ensure your name is in the notes area of the transfer), or online at www.993countyfm.ca press on the MEMBERSHIP button, or by dropping off an envelope with your name, address, email, and \$10.00 into the station mailbox outside the entrance of the radio station before Monday, January 25 at 1:00 p.m. Cheques can be made out to 99.3 County FM. ¶

Members in good standing who are unable to attend can appoint another member as their proxy by filling out the Proxy Form which is available by email reception@993countyfm.ca or calling (613) 476-2229. Proxy forms must be received by 99.3 County FM by Tuesday January 26th 5pm. A member can only hold one proxy from another member. ¶

If you are unable to use a computer, please call the 613-476-2229 before Tuesday January 26th at 5:00 p.m. and we will accommodate your needs. ¶

We extend special thanks to the PEC Chamber of Commerce for assisting us and making this virtual AGM possible. ¶

Motion on Notice of Meeting

- To confirm and ratify the form and adequacy of notification to members of the January 26th, 2021 Annual General Meeting of the membership of the Corporation.

2. Special Guests

Annual General Meeting, Jan 26th, 2021

3. 2020 AGM Minutes

Annual General Meeting, Jan 26th, 2021

Motion to Adopt Minutes

To adopt the Minutes of the Annual General Meeting of January 29th 2020.

4. Board Elections

Annual General Meeting, Jan 26th, 2021

Nominated for Election

- John Ferguson (returning)
- Mike Harper (returning)
- Phillip Knox (returning)
- Lynn Pickering (returning)
- Astrid Young (new)

2-year term

5. Resolution Repeal Bylaw 22

Annual General Meeting, Jan 26th, 2021

Prince Edward County Radio Corporation

To Repeal Bylaw 22 of the corporation

- Resolved that article 22 of the bylaws of the corporation be changed as follows:
- Bylaw 22 reads: “Members may not attend members’ meetings, for the purposes of voting, by electronic means”. That the directors, in accordance with section 152 of the Canada Not-for-profit Corporations Act, repeal bylaw 22, and submit this repeal to the members for confirmation at the next annual General Meeting

6. Annual Report

Annual General Meeting, Jan 26th, 2021

Board Highlights

We continue to execute our Strategic Plan

Volunteer Engagement

- ❖ Recruitment, Training, Retention & Volunteer Management.
- ❖ Board Governance.

Improved Broadcast Systems

- ❖ Backup systems, Reporting systems & Maintenance.
- ❖ Capital Improvements (Grant driven).

Sustainable Financial Performance

- ❖ Funding & Stronger systems.
- ❖ Committed forward-thinking teams. Radiothon is next.

Program Development

- ❖ Schedule & Training

Marketing and Community Outreach.

- ❖ Visibility & On-air station marketing.
- ❖ Consistent messaging

Christine Winiarz
Searle, CPA, CMA

Treasurer

Prince Edward County
Radio Corp



Financial, Audit and Risk Management Policy

1. Purpose

- assist the Board with financial oversight
- demonstrate transparency, accountability and compliance with CNCA

2. Finance Committee Terms of Reference

- Treasurer, GM, Chair

3. Financial Reporting

- GM responsible for budget vs actual and accounting systems
- Treasurer assesses financial position & capacity as a going concern

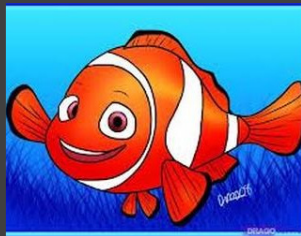
4. External Audit

5. Risk Management

- Finance Committee responsible for monitoring spectrum of business risks
- Operating and Capital Reserves

Spending and Investment Approvals

- 1. Purpose**
 - specify GM's spending authorities
- 2. Annual Budget Spending Authority**
 - operating/capital limits for non-budgeted items
- 3. Credit Card Use**
- 4. Signing Authorities**
- 5. Awarding of Contracts**
- 6. Investing Funds**
 - Financial Reserve – three months operating expenses
 - Cash flow management
- 7. Insurance**



Craig Mills,
CMM, PMP



General Manager
99.3 County FM

Operations Report

Annual General Meeting,
Jan 26th, 2021



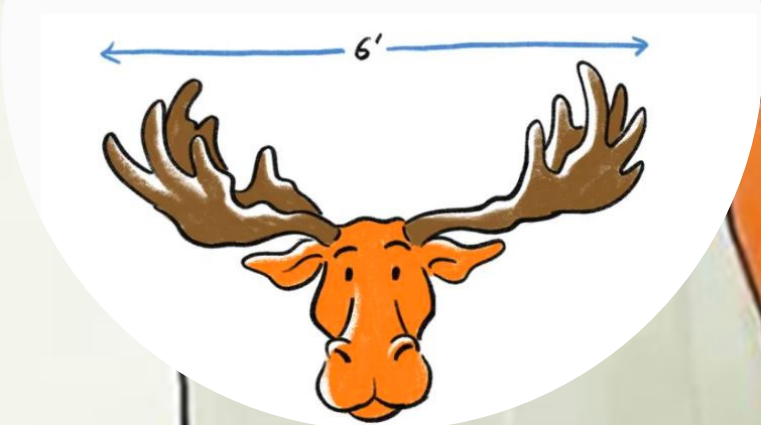
Mission Statement

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

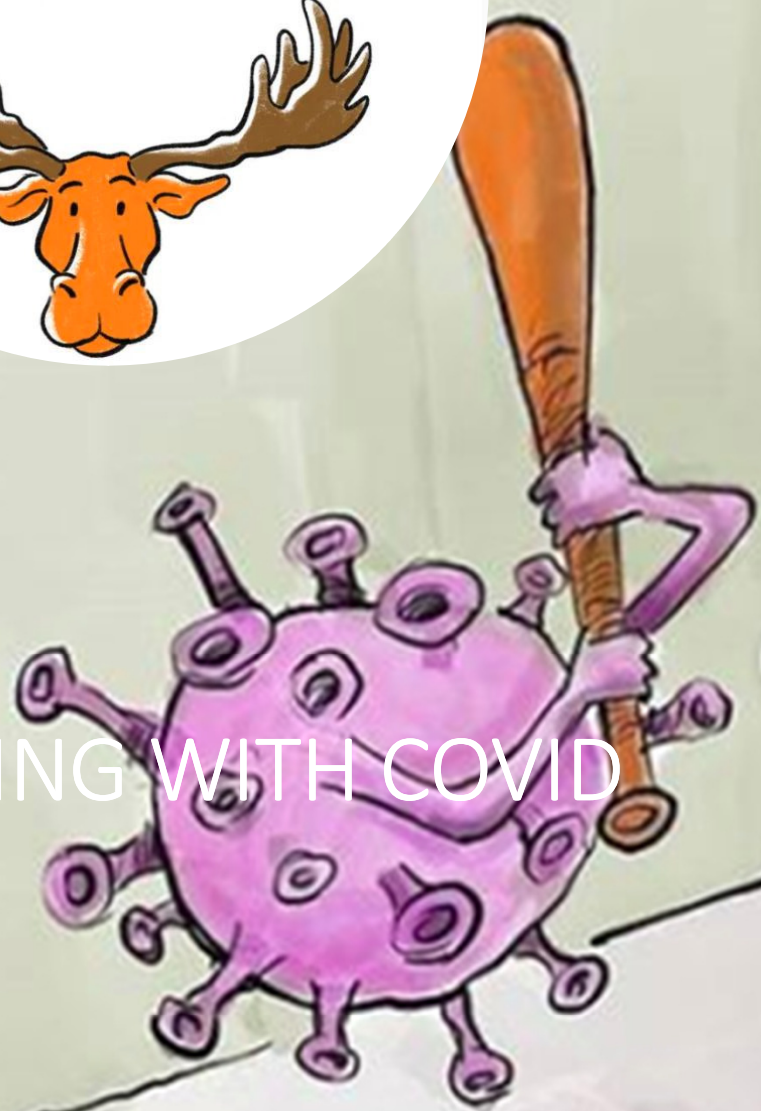
Connecting the County, this essential service reflects and contributes to the cultural richness, diversity and vitality of Prince Edward County.

Ships dont sink Because of the water Around the
Ships sink Because of the water that gets IN the

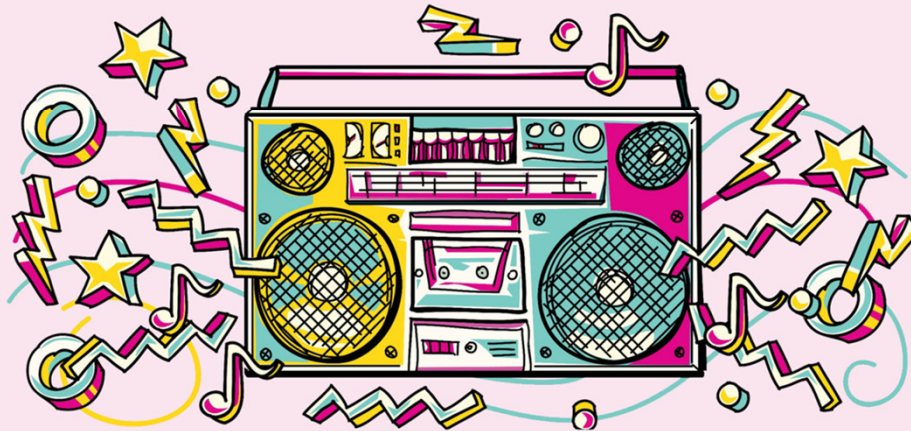
Dont let whats happening around you get inside you
+ Weigh you down
#StayUp



COPING WITH COVID



The Spirit of Radio 2020
99.3 Country FM



Tribute &
Recognition

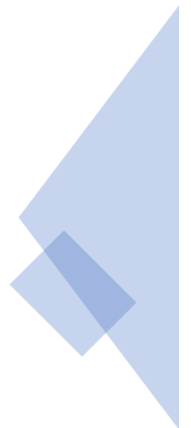
All Staff,
Volunteers,
Board Members,
Clients & Donors.

Special emphasis on the News & Grapevine Team; and Anne Russell, Vanessa Pandos, Pat Larkin, Tim Kelloway, Deb Hepburn, Cheryl McLellen, Donna Purcell, Marie O'Neil, and Tristan Treasure. For their work in March/April during the initial onset of the pandemic. As well, the Fundraising team, Sales Team Ian Batt, James Barkman, Alison Kelly, Chris Parfitt; Facebook Auction leads Maddy Braney, Suzanne O'Connor & Pearl Hucul, and Back 40 Productions for keeping us afloat. And more recently Helen Morris & Pearl behind the scenes.



Coping with Covid-19

- COVID-19 subsidies \$23,763
- Maintained six locally produced weekday newscasts
- Strenuously enforced restrictions at the studios
- Ramped up training to produce content from home
- Daily Grapevine interviews integrated Covid-19 content



Coping with Covid-19

- Helped support local businesses to protect and maintain market share.
 - Education of businesses how to protect market share and maintain customer base.
 - Special offerings promoted via PEC Chamber of Commerce
 - Consistent shop local messaging in conjunction with the BIA's and Chamber.
- Produced PSA's about social distancing & key health messages as well as online Covid-19 Resources.
- Reinvent programming and promotions.
- Produced messages encouraging people to support community non-profits and essential service workers.

Volunteerism & Community

- 55 quality programs every week.
- Volunteer Driven, over 100 volunteers, plus 2 full time + 3 part time staff.
- Over \$100k in airtime to non-profit groups N/C (outside of Grapevine & news).
- Assisted 113 different organizations get their messages to the public.
- 2019 4,350 PSA's, in 2020 6,732 Public Service Community Event notices.
- Average of 25 – 30 Media Releases from The County received and broadcast monthly - closures, emergencies, safety, special meetings and events.
- And a constant stream of cancellation announcements in the spring

Volunteerism & Community

- 765 Grapevine segments, 1600 newscasts.
- 17,200 volunteer hours minimum the year.
- Even with the pandemic active year with the Arts Scene.
- 892 advertiser have chosen 99.3 County FM to deliver their message to The County since the stations inception!
- 2,807 alcohol education messages were aired
- 604 COVID-19 messages that the station created and ran at no charge to support public health.

Grapevine Highlights

Politics & Covid 19

Weekly updates with the Mayor, and more...Geriatrician Dr. Nathan Stall, Donovan Bailey on racism

G&M science reporter Ivan Semeniuk about Covid-19 vaccines, Lynn P doing a drive through Covid-19 test on-air

Health & Safety more..

Dr. Piotr Oglaza, Medical Officer of Health, and Dr. Elizabeth Christie of the Prince Edward Family Health Team

Psychotherapist Stacey Hatch; John Hatch, Commander, PEC OPP Detachment

Officer Aaron Miller, Community Safety Officer, Prince Edward County OPP Detachment provided updates on legal & safety issues

Grapevine Highlights continues

Business

Lesley Lavender, Executive Director of PEC Chamber of Commerce on the Covid-19 crisis and some of the forms of relief for business

Rob Leek, Chair of the BABA on “Keeping your business in The County, keeps The County in Business

Science

Pamela Stagg’s exceptional efforts year round with County Naturally

Cornell researcher Hugh Powell explained how life returns to a burnt forest; and a reed that’s become a real nuisance all over southern Ontario;

Latest trends in horticulture, rain garden; botanist Jennifer Doubt guest on the series on women in the sciences; level 1 drought conditions in May and June and the predictions for crops of hay, wheat, beans and corn

Literature

Every week on County Writes County Reads

Grapevine Highlights continues

Culinary: Regular hosts, Krysta Hepburn, Deb Simpson, Chris Byrne, & Albert Ponzio Including friends sharing favourite recipes and professional chefs from local restaurants examples Enid Grace; Neil Dowson; Hidde Zomer; Ruth Gangbar; Zack Littlejohn; Rebecca Hunt

Film: Thanks to Bas Kalt & Craig F. 30 years of County Memories with Paul Peterson, former owner of the Mustang Drive; Chrystelle Maechler and Andreas Kratschmer, producers of A New Place Called Home, documentaries celebrating people who have chosen The County

Arts: Fraser and Robyn Hardman's with their fund-raising song for the PEC Memorial Hospital Foundation.; acclaimed Mohawk artist Rebecca Maracle of the Tyendinaga Mohawk Territory.; Krista Dalby with Arwyn Carpenter and Dept of Illumination event, Safety Dance:

Georgia Papanicolaou with Shatterbox Theatre; Educators: Maribeth DeSnoo of Food for Learning; Dorothy Speirs, recipient of the Ordre des Palmes Academique; Andrew McLuhan, Director of the McLuhan Institute

“Voices from the Past: A Retrospective from Prince Edward Heights”

- Prince Edward Heights, an important part of our history
- Six part series as part of our 6th Anniversary Celebrations
- Executive Producer, Suzanne Pasternak and a full team from our radio station
- Available at www.993CountyFM.ca



99.3 County FM Marine Reports

Special thank you to the
Canadian Coast Guard
Auxiliary serving Prince
Edward County



21

Today Tonight and Saturday.

Waves 5 to 7 metres subsiding to 3 this
half metres this evening. Waves subsic
overnight.

Community Events Reinvented

HELP Homegrown Exciting Live Performances

Facebook Auctions

Grade 8 & High School Grads

PEC Agricultural Fair

Comedy County on Black Creek

Golden Hour Festival, Mustang

Halloween at Loch's Sloy

Pumpkinfest

Dukes 8 game series

PEC Festival of Trees

Loch Sloy Santa Extravaganza



Press Coverage – Grade 8 Grad

BROADCAST
Dialogue

RADIO / PODCAST

TV / FILM / VIDEO

ONLINE

TECH

GENERAL NEWS

THE PODCAST

JOBS



99.3 County FM (CJPE-FM) Prince Edward County is partnering with the Hastings and Prince Edward School Districts to broadcast Grade 8 graduation ceremonies. The 80-minute broadcast will begin at 12:10 p.m. on June 23 and repeat at 6:10 p.m. that evening. The event will feature

messages from local trustees, principals, and one graduating student from each school.



99.3 County FM (CJPE-FM) Prince Edward County, ON is planning a COVID-safe format for its **Radiothon 2020**, June 25-28. The annual Radiothon is moving to a slightly different format that will still feature performances by more than 40 local artists, but will be a mix of live in-studio

performances and a collection of pre-recorded sets, produced at **Back 40 Productions**. The event's Honorary Chair is **Dr. Elizabeth Christie**, lead physician of the **Prince Edward Family Health Organization**, and co- director of the **PEC Covid Assessment Centre**.

Radiothon 2020

Major project with Back 40 Productions
Still tremendously entertaining and kept us out of debt

Sixth County Radiothon goes forward – live and pre-recorded

Administrator | Jun 22, 2020 | Comments 0



99.3 County FM is producing a COVID-19 safe format for its sixth annual Radiothon.

Dr. Elizabeth Christie has been named Honorary Chair for the June 25-28 fundraising event for the County's member-owned, volunteer operated, not-for-profit community radio station.



The annual four-day event, which raises funds to keep the station growing and on the air, will still feature performances by more than 40 local artists but this year in a mix of live in-studio performances and a collection of pre-recorded sets produced at Back 40 Productions on Highway 49.

"County FM has been a great asset to the community during the Covid-19 crisis, not just for getting people accurate and timely information about how to deal with the pandemic, but also for keeping spirits up, and keeping people connected during this time of isolation," said Dr Christie, the lead physician of the Prince Edward Family Health Centre and medical director of the EC Covid Assessment Centre together with Dr Sarah Le Blanc.

General Manager Craig Mills said the station's goal, throughout COVID-19, has been to keep the station safely on the air, to entertain and to inform people.

Radiothon 2020

COUNTY NEWS

Radiothon 2020



POSTED: JULY 2, 2020 AT 9:33 AM / BY:TIMES / COMMENTS (0)
TAGS

SHARE

The Voice of the County hosts COVID-safe fundraiser

A radio station can relate to the importance of connection. It connects to the local community it serves in so many different ways, but also to a community that in turn supports its community radio station in a mutually beneficial and unique relationship. The community came through this past weekend when 99.3 County FM's annual fundraising goal of \$40,000 was met. When the Radiothon ended on Sunday night, the final tally came in at \$41,618. It took just four days, but it was no easy feat, especially in a COVID-19 year. 99.3 County FM (CFPE) typically hold one big fundraising event annually, usually in April, where dozens of local artists take a turn performing at the radio station on Cold Storage Road in Picton. It's always a fun time, a big party, the public drops by, sometimes there is a tailgate party, everyone has a great time and lots of cash is raised.

This year, it wasn't even certain the annual fundraiser would go ahead. "We were all geared for the last week of April and we had to move it, and we had to decide what we were going to do," said Craig Mills, 99.3 County FM's General Manager. "Health comes first, and it was important for us to be able to do it in this fiscal year, but we had no idea if the restrictions were going to be lifted or not." A lot of discussion and thought ensued, followed by planning and organizing and figuring out how and if it could be achieved, all while keeping everyone safe. A couple of months later than originally scheduled, they pulled it off in a new format, bringing people together without actually bringing people together.

The sixth annual Radiothon followed a similar format from past years: four days, Thursday through Sunday, 8 a.m. to 8 p.m. daily. The musicians came and they played. The public phoned in to pledge money. There were presenters and interviews and hourly updates with how much was raised. Much was the same, but so much was different, especially behind the scenes. Donors and volunteers instead of the fundraiser for five or six weeks.

A slight change in format but County FM's Radiothon 2020 rolls on

TOPICS: County FM Radiothon Week-26-2020



Nevee Middleton-Hill Emily, (Jason Parks, Gazette Staff)

NOV 22, 2020
JASON PARKS
STAFF WRITER

Things will be slightly different on the local airwaves this weekend when 99.3 County FM, Prince Edward County's member-owned, volunteer operated, not-for-profit community radio station hosts their annual Radiothon.

Great local musical acts coming together to perform and entertain listeners in support of the station has been a mainstay of the previous events and that won't change this year however the live portion of the Radiothon will be interspersed with recorded performances to ensure proper social distancing.

The event kicks off Thursday morning and winds up Sunday. In years past, the entire event has been hosted from the studios on Cold Storage Rd with live music in the studios as well as a makeshift stage in the parking lot.

While the four-day fundraising celebration, which raises funds to keep the station growing and on the air, will still feature performances by more than 40 local artists, the performances will be a mix of live in-studio performances and a collection of pre-recorded sets produced in a Covid-safe environment at Back 40 Productions on Highway 49.

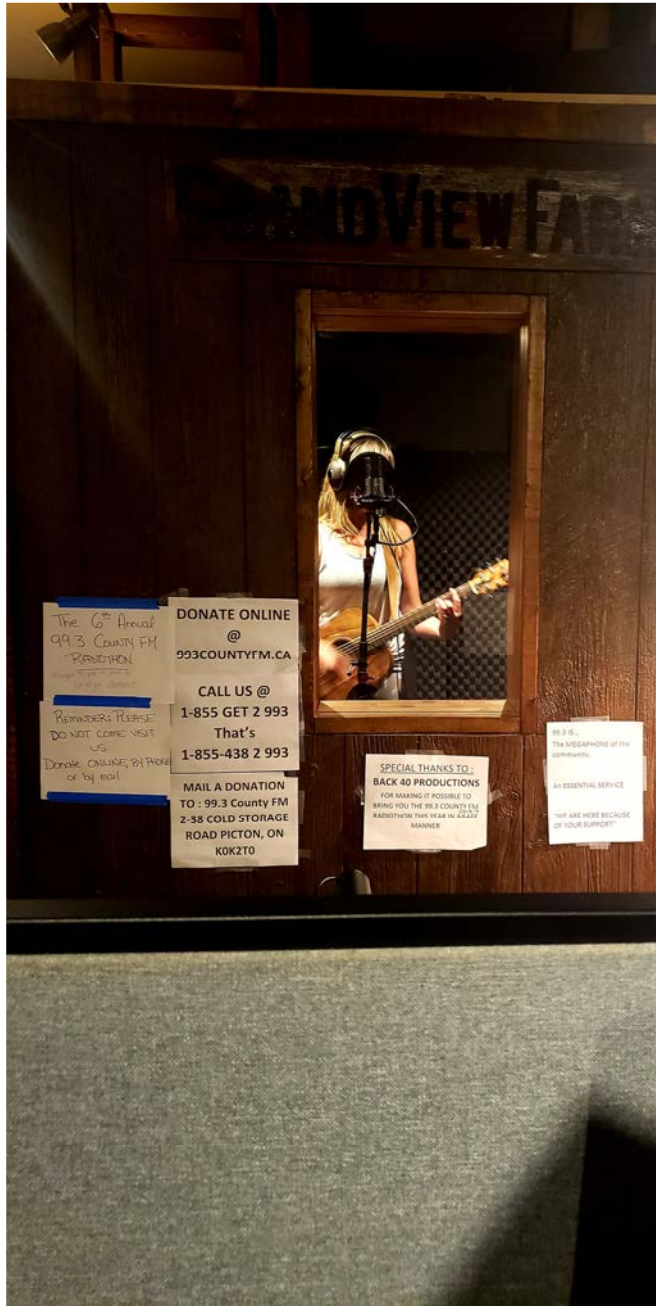
"Our goal, throughout this trying time, has been to keep the station safely on the air, to entertain and to inform people. Our newsteam and the on-air hosts work together to ensure information about the pandemic is accurate and practical. The way our many volunteers and the core support staff have responded to this new normal—including remote broadcasting from home, thanks to the generosity of donors—has been inspiring," said County FM General Manager Craig Mills.

The Honorary Chair for the event is local family physician Dr. Elizabeth Christie of the Prince Edward Family Health Team. Dr. Christie is the lead physician of the FEFHT and is the co-director of the PEC COVID-19 Assessment Centre together with Dr. Sarah Le Blanc.

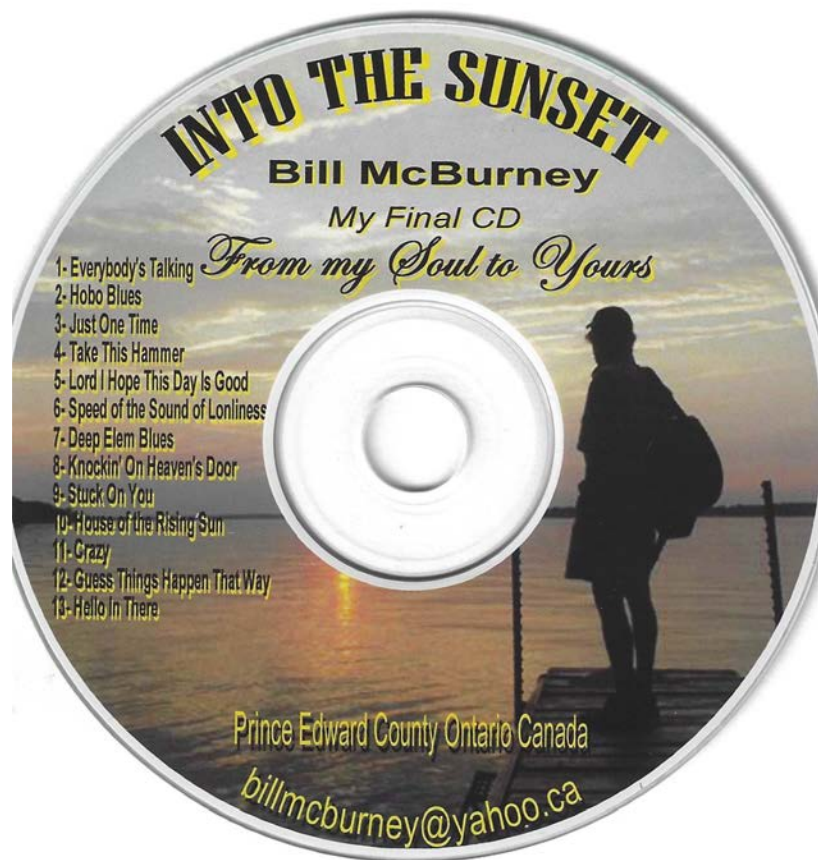
"County FM has been a great asset to the community during the Covid-19 crisis, not just for getting people accurate and timely information about how to deal with the pandemic, but also for keeping spirits up, and keeping people connected during this time of isolation," Dr. Christie said.

County FM Board Chair Jim J.J. Johnston added the organization is honoured Dr. Christie has joined the Radiothon Team as Honorary Chair.

"Dr. Christie has been an inspiration throughout this crisis, and has shown a level of professionalism in her work that we at County FM aspire to every day. We are an essential service, never more so than in these past four months. We need your support more than ever right now," Johnston said.



Emily Fennell
The Frere Brothers





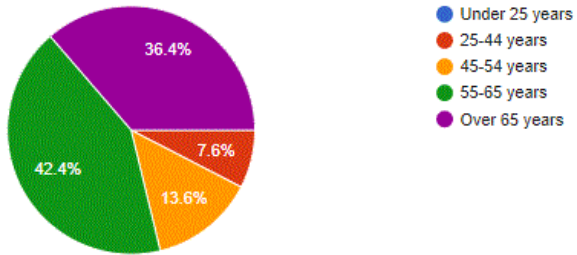
The Kitchen Family



Randy Stewart & Donna Purcel
Ken Murray

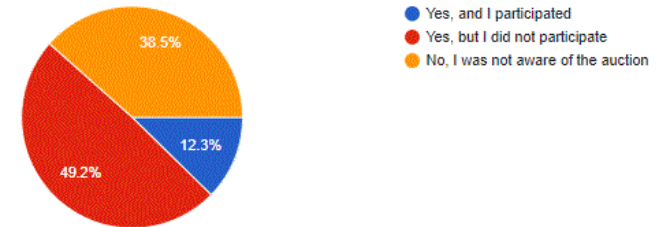
Which age group are you in?

66 responses



Were you aware of our Facebook Auction that was run during Radiothon?

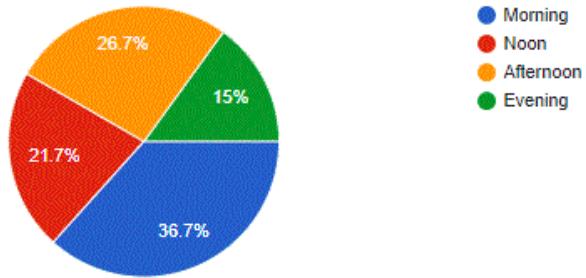
65 responses



Donor Feedback Post 2020 Radiothon Survey

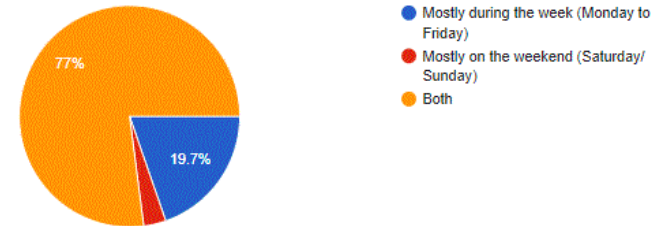
When do you most often listen to 99.3 County FM?

60 responses



And do you listen to 99.3 County FM...

61 responses



Donor Feedback

CONGRATULATIONS!

\$8,810



Facebook Auction Fall 2020



Wellington Dukes

On January 05 at 2:54 PM

👏👏Alexis Keller and Dukes defenseman Aaron Brown - Alexis' dad Steve Keller won the Dukes 99.3 County FM prize package and gave it to her for Christmas! Includes a team skate with the Dukes.

www.wellingtondukes.ca





Specialty
Programming



Celebrate Christmas
99.3 County FM & 17 PEC Churches

Loch Sloy Santa Extravaganza
& Rebroadcast of Back Forty Productions Christmas Special



Connecting The County Emergency Preparedness

Prince Edward County Radio Corporation

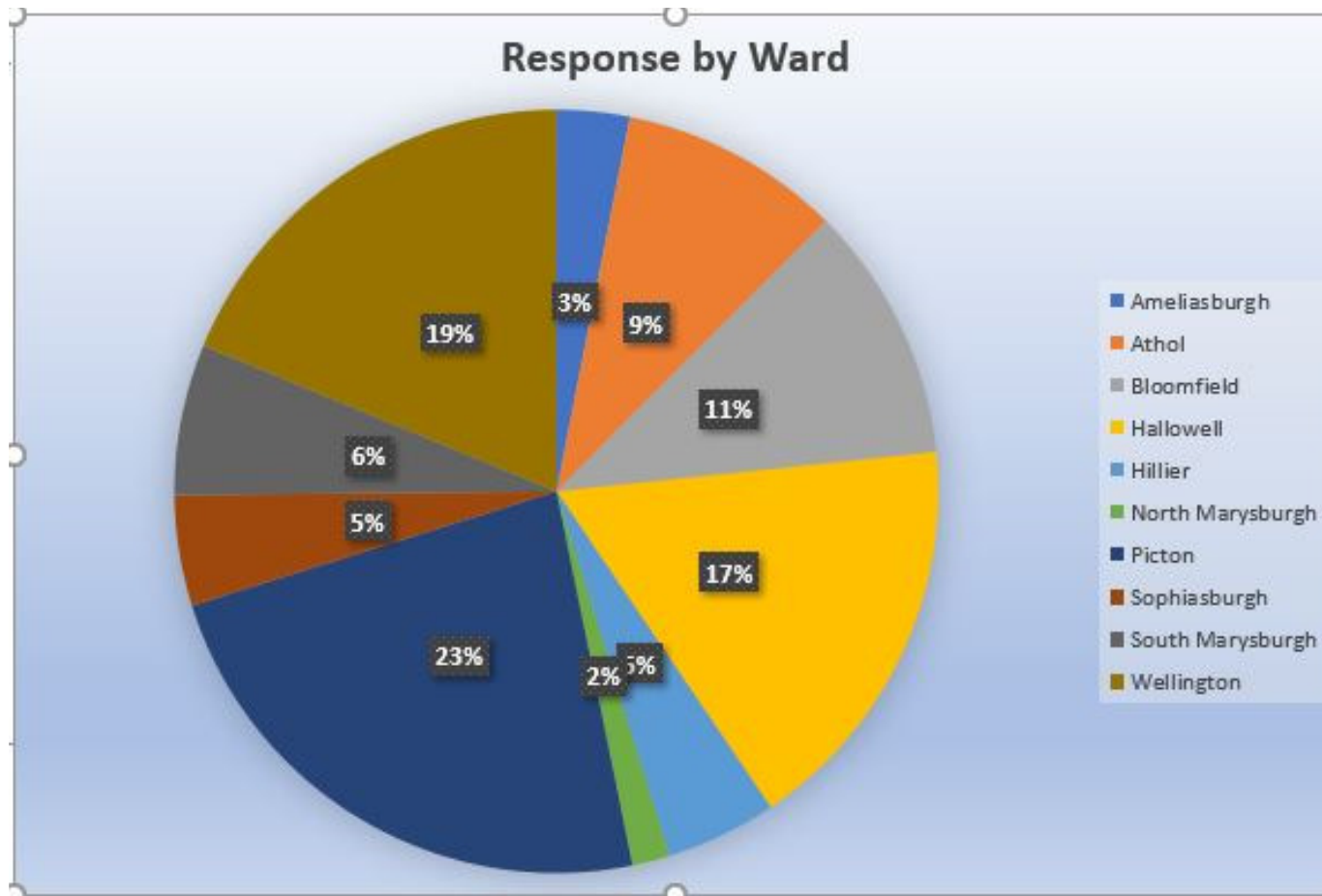
Emergency Preparedness

- Constantly working to improve.
- Contribution from the Community Radio Fund of Canada.
- Emergency Handbook, training volunteers, coordinating efforts, and acquiring the tools we need to improve our capabilities.
- Production of Emergency Awareness & Training content on-air
- Presentations at community events.
- On-line surveys.



Covid-19 Barriers

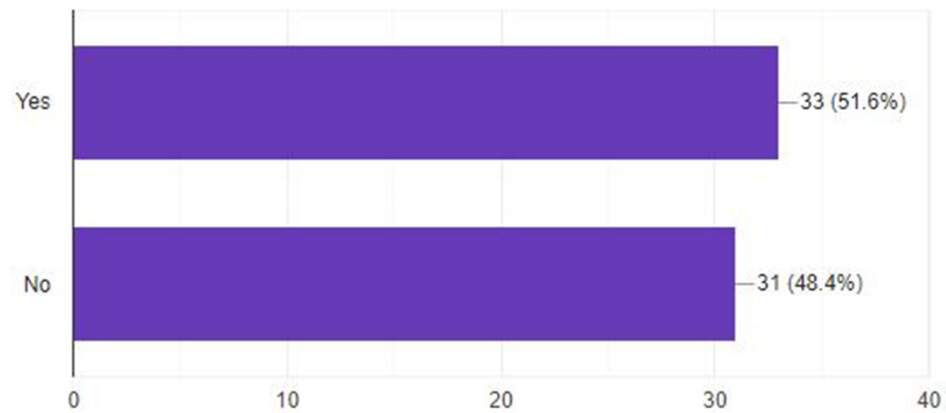
Emergency Preparedness



Emergency Preparedness

Do you have a battery powered radio?

64 responses



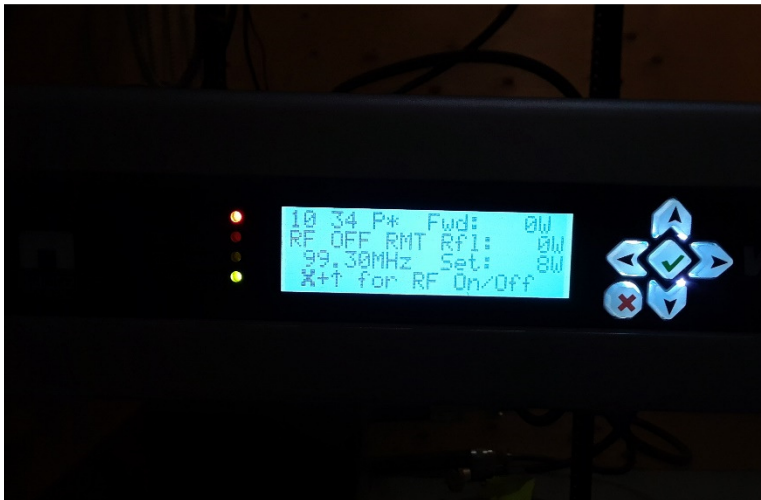
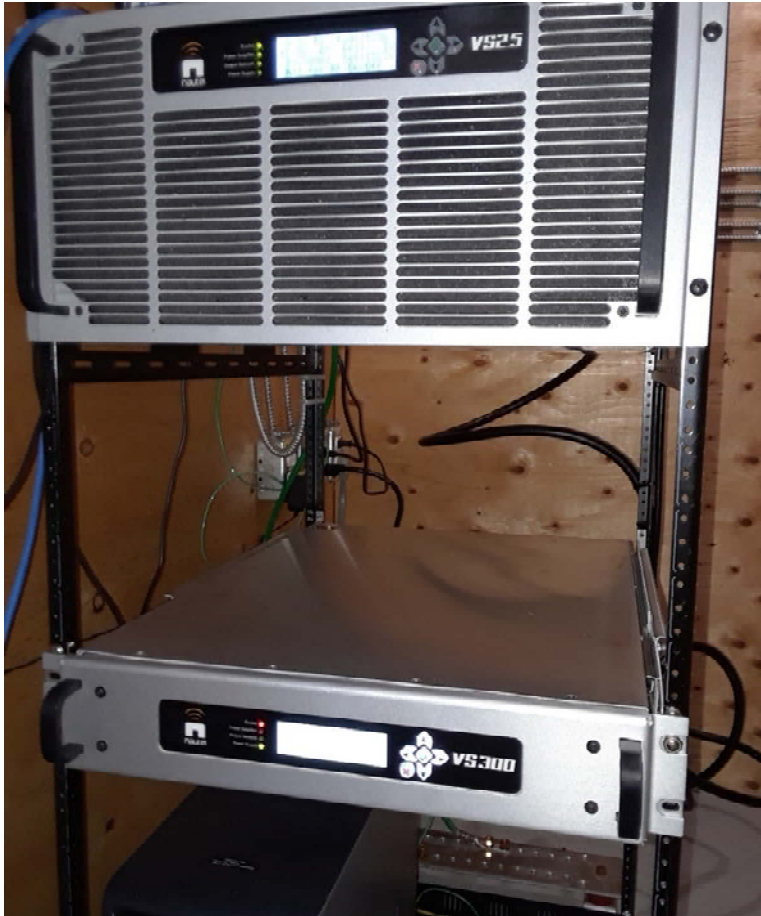
Clock Radio

- AC Power and Battery Option
- Okay antenna and sound
- Available locally
- Approx retail \$26-40
- 1 x 9v Battery or 2 x AA Battery



Facilities

- Backup generator service and repairs at the County Farm Centre and at the tower, hoses repaired and replaced, coolant, etc.
- Complete new communication hardware/software with tower.
- System upgrades with our on-air computer and software.
- New backup transmitter, purchased and engineering study completed to add it to our license.
- Remote broadcast equipment for volunteer news person and for select announcers due to Covid 19, plus safety barriers at the radio station. Boom microphones for recording 6+ feet away.



Tower Location
New Nautel VS300



Sales & Fundraising

Cash Advertising decrease 10%

Donations and fundraising increase 29%

Radiothon

Alternative fundraising events

Overall marketing efforts throughout the County and On-Line

Grants

Grants increased five fold

- New Horizons for Seniors
- CRFC - Emergency Preparedness
- CRFC – COVID-19 Relief Grant
- PEC Chamber of Commerce Adaption Fund
- The County Foundation / The County
- National Community Radio Association & Heritage Canada

New Radio Traffic System

Helps the traffic manager and reps work off site

Track voices used in ads

Centralized spot for commercial scripts

Added electronic payment tracking: (added to cash, CC, Cheques)

Duplicate schedules easily

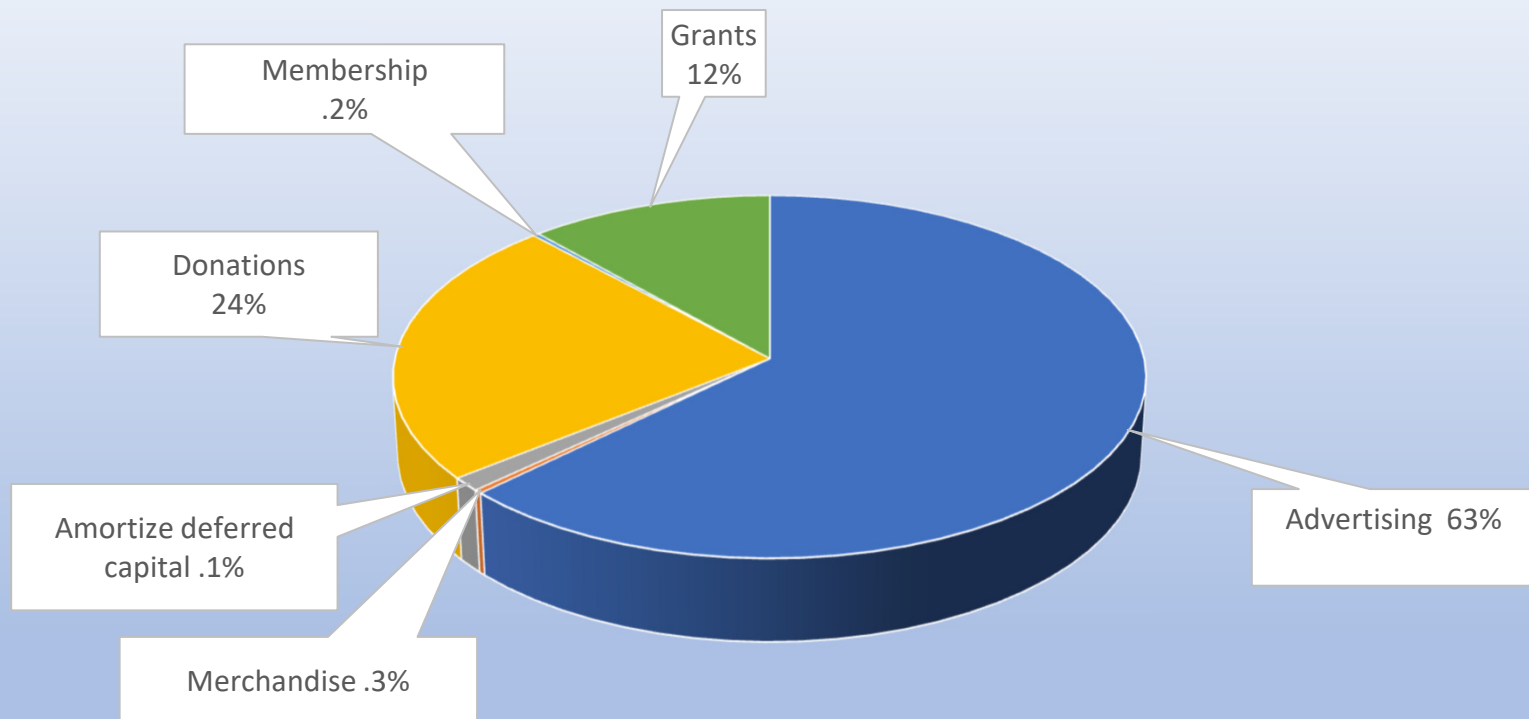
Capable of linking to agencies, electronic invoices, and barter

Streamlines Co-op accounts with a retailer and manufacturer

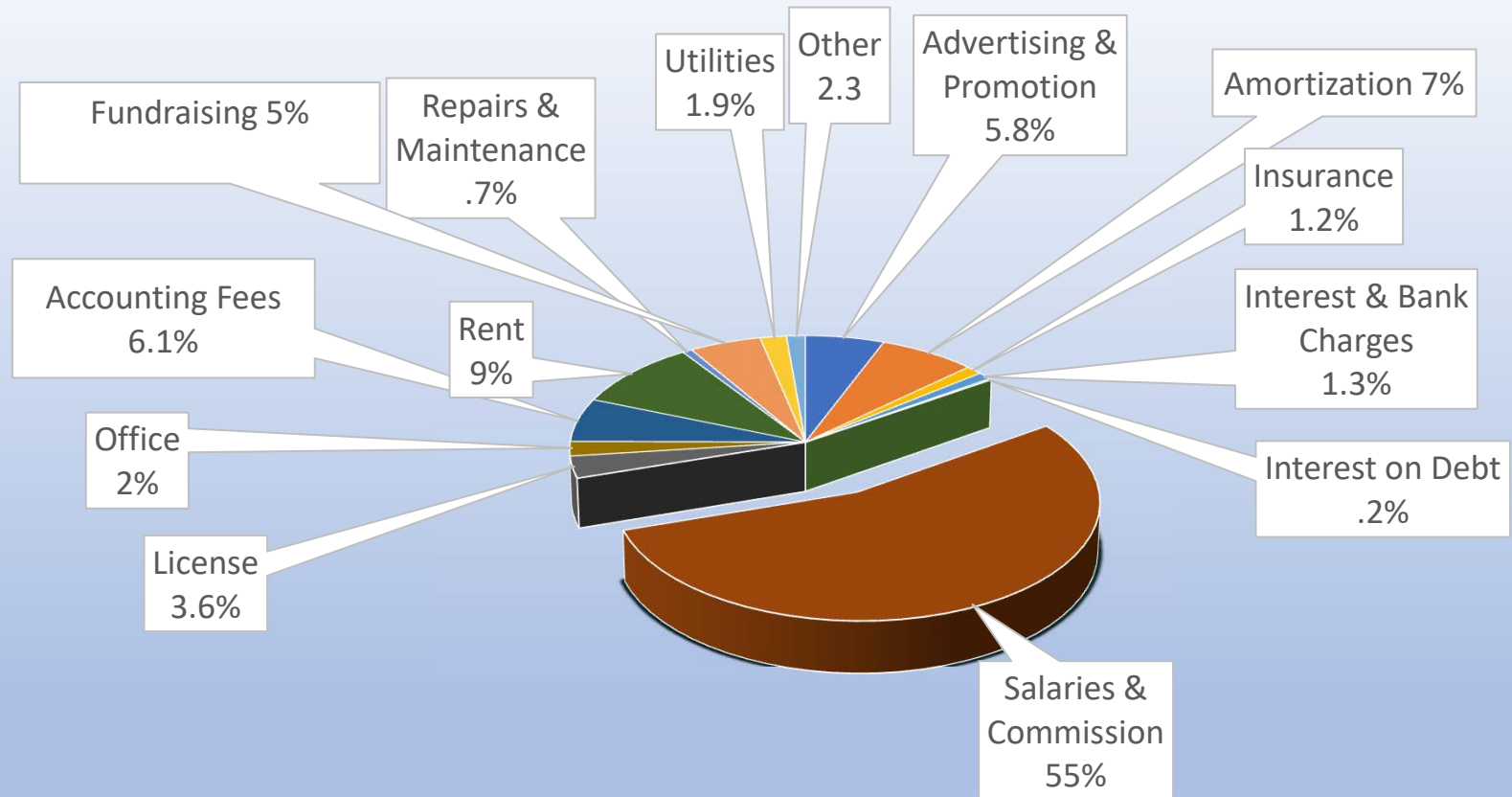
Sales people see their accounts, history, client copy information

Sales Manager: Better tools and access projections, by product type, by ad type, rep, dayparts, etc

Revenue F2020



Expenses F2020





Next Goal –
Fully Accessible
Whisper Room

6. Operations Report

Motion to accept the Operations Report for the fiscal year ending August 31st, 2020.

7. FINANCIAL REPORT

Annual General Meeting, Jan 26th, 2021

Dan Guerreiro,
CPA, CA

Wilkinson & Company
LLP, Chartered
Professional Accountants



8. Motion to Accept Audited Financial Statements

To accept the Audited Financial Statements for the
fiscal year ending August 31st, 2020

9. Appoint Public Accountant

Annual General Meeting, Jan 26th, 2021

Motion to Appoint Public Accountant

- After working with Wilkinson & Company LLP. for F2020 we recommend continuing with Wilkinson & Company LLP. as our appointed the Public Accountant for Prince Edward County Radio Corporation to perform an audit for 2021.

10. WRAP UP

Annual General Meeting, Jan 26th, 2021

11. CALL FOR END OF MEETING

Annual General Meeting, Jan 26th, 2021



THANK YOU

99.3 County FM

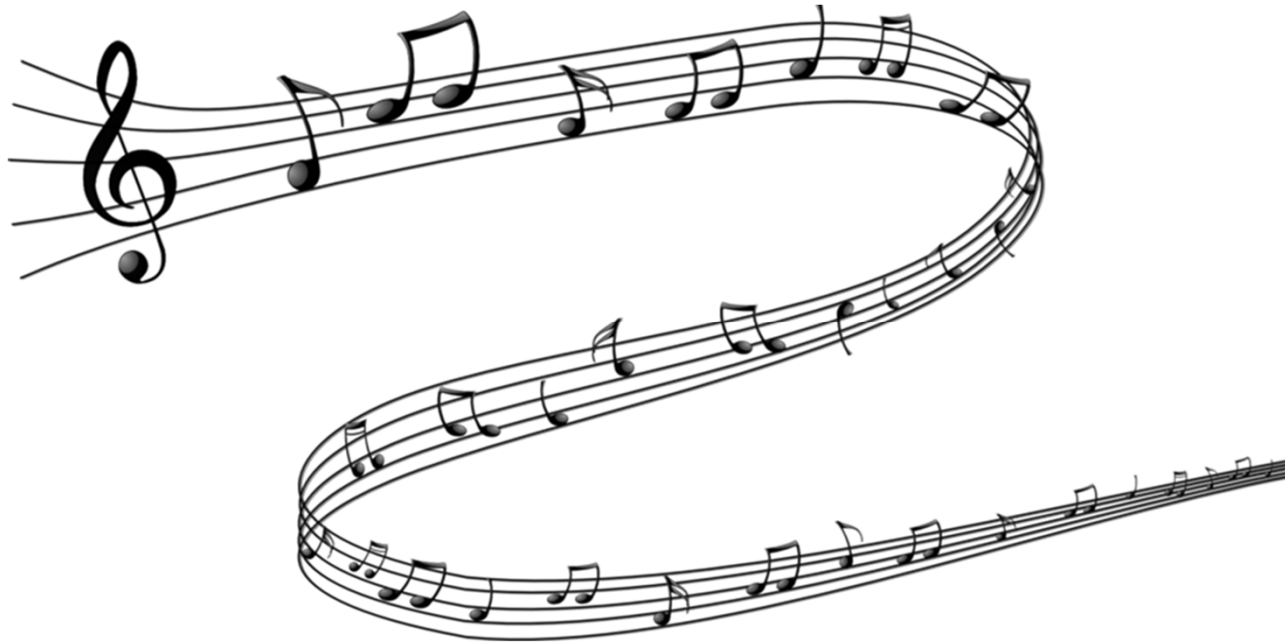
**Prince Edward County
Radio Corporation**

Twitter @993countyfm

Facebook 993CountyFM

Instagram 993CountyFM

Online 993countyfm.ca



Mark in your calendar
99.3 County FM Radiothon
May 20-23 2021