

**CABLE TV COMMITTEE MEETING MINUTES
FEBRUARY 27, 2012**

The meeting was called to order by Chairperson Holck at 5:00 p.m. in Suite 1 of the Community Plaza II building, 101 W. McMillan Street.

PRESENT: Ed Gerl, George Holck, Dean Markwardt, Shawn Warren and Alderperson Wagner
ALSO PRESENT: Public Access Coordinator Dan Kummer, Public Access Representative Jay Holbrook and Deputy Clerk Panzer
EXCUSED: Don Patterson and Brian Sauer

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV12-006 Motion by Gerl, second by Markwardt to approve the minutes of the January 23, 2012 regular meeting and the minutes of the February 20, 2012 subcommittee meeting as submitted.

Motion carried

CORRESPONDENCE

Quarterly franchise fee payment in the amount of \$51,817.50 was received.

The MACCI Perspectives Newsletter thanked Marshfield Community Television for producing a video of MACCI's Annual Dinner Celebration.

UPDATE ON LOW POWERED RADIO STATION

Ed Gerl distributed a written report of the sub-committee's findings on Low Powered Radio. (See attached report.) He reported that the application takes about a year to get approved. The window opening to apply for this license will be sometime around June of this year, but in order to apply you need to have a Non-Profit Organization already established.

Chairperson Holck said that Oshkosh and Eau Claire both had their Friends Groups for quite a while before applying for their licenses.

Kummer said he spoke with Don Patterson and Don said that MACCI and Score help people acquire non-profit status. There is a type of non-profit that does not require an IRS filing at the beginning. The non-profit has to be registered with the State.

Kummer encouraged the Cable TV Committee to continue pursuing a Friends Group. He said there will be a workshop on Low Powered Radio at the WCM's Spring Conference in May. He spoke with Dan Bluhm who is the originator of three existing Low Powered Radio stations in Eau Claire and he will be speaking at the WCM Conference in May also. Kummer said Mr. Bluhm encouraged us to continue to look at other avenues to form a non-profit group, such as partnering with other organizations that have a non-profit status. This may be the last time for this opportunity.

Markwardt wondered if an existing local non-profit organization could take this on or sponsor this.

Alderperson Wagner suggested getting clarification as to whether or not a government entity can apply for a license. If so, he would recommend that we invest \$400 to get the engineering going. If it has to

be an educational institution we have three sources we can turn to, the School Board, Mid-State Technical College and the University of Wisconsin-Marshfield/Wood County (UW Marshfield).

Other possible potential partners that were mentioned were the Eagles Club, Jaycees and the Chestnut Avenue Center for the Arts.

Markwardt will check to see if the Chestnut Avenue Center for the Arts would be interested in doing something like this.

Warren wondered if we should find out how much interest there is from the community for low powered radio and whether or not there is a demand for it.

Alderson Wagner said from the City's standpoint, this is something that fits in very well with our communications model. We realize not everyone has Cable TV and not everyone has the ability to stream on the internet, but just about everyone has an AM or FM radio. He will talk with the powers that be and check out legality issues.

Kummer will get clarification as to whether or not a government entity can apply for a Low Powered Radio license.

Gerl suggested perhaps putting a survey on the City's website or the three cable channels to see if the public would be interested in joining a Friends Group if one was created.

Markwardt and Alderson Wagner will give an update at the next regular meeting.

CABLE TV FRANCHISE ORDINANCE

Alderson Wagner said the City's Engineering Department has reviewed the section pertaining to the engineering standards and they said it looked fine.

Alderson Wagner said that Attorney Wolfgram believes we should keep the written notification language in the Ordinance. This language makes it our law and preserves our rights to appeal.

Markwardt thought language needed to be added to Section 23-05 (4)(b) 4 to include local regulations for antenna structures. The Zoning Board of Appeals which he and Ed Gerl also serve on at several times has had issues with antennas. Antennas need approval at the local level not just approval from the US Department of Transportation.

CTV12-007 Motion by Markwardt, second by Gerl to modify Section 23-05 (4)(b) 4.; by adding language to the effect that any antenna structure used also needs to comply with all relevant local ordinances.

Motion carried

PUBLIC ACCESS COORDINATOR'S REPORT

Kummer presented the Public Access Coordinator's Report for February 2012. (See attached report.)

Kummer reported that there were a few problems with Channel 96. One of the computers that we used to schedule our programs crashed. The City provided that computer for us and after they did an upgrade it totally died. The City did replace the computer for us.

CTV12-008 Motion by Warren, second by Gerl to receive and place on file the Public Access Coordinator's Report.

Motion carried

Markwardt left meeting at 5:59 p.m.

BILLS

The bills were reviewed.

Gerl referred to invoice #1759 from Vidcom, LLC and asked why the Cable TV Committee was getting this bill and not MACCI.

Kummer explained that under our current policy there is money set aside in the Cable TV budget for additional programming.

Aldersperson Wagner felt that Dan Kummer was misinterpreting the contract as to who pays for what programming and suggested that the Committee review the policy at the next regular meeting.

CTV12-009 Motion by Warren, second by Wagner to authorize payment of the following bills as presented:

B & H	\$15,145.06
(Invoices 57159705, 57199599, 57209870, 57434574, 57437561, 57458688, 57550486 & 57581219)	
Wepak-n-Ship	9.09
Charter Business (January & February)	13.22
Charter Business	160.10
Menards (Invoices 9517, 9581 & 14005)	88.88
Radioshack (Invoices 15541 & 15772)	35.26
We Energies	26.83
Granicus	600.00
Quill Corporation	66.25
Veolia Environmental Services	37.29
Spring Green Floral	6.20
Telephone (City Hall)	1.01
Dan Kummer (Reimbursement)	107.93
Dan Kummer (Reimbursement)	21.77
Vidcom, LLC (Invoices 1756, 1757, 1759, 1760 & 1761)	<u>5,211.34</u>
Total	\$21,530.23

Ayes – 3; Nay – 1 (Gerl)

Motion carried

FINANCIAL REPORTS

CTV12-010 Motion by Gerl, second by Warren to receive and place on file the before-closing financial report for the period of January 1, 2011 through December 31, 2011 and the financial report for the period of January 1, 2012 through January 31, 2012.

Motion carried

CTV12-011 Motion by Wagner, second by Warren to reconsider the Cable TV Franchise Ordinance.
Motion carried

CTV12-012 Motion by Wagner, second by Warren to recommend the Cable TV Franchise Ordinance to the Judiciary, License and Cemetery Committee for a public hearing once the language changes proposed by Dean Markwardt are approved.
Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Update on Low Powered Radio
- Review and discuss the policy of who pays for what programming

Next meeting is scheduled for March 26, 2012 at 5:00 p.m.

Motion by Gerl, second by Warren to adjourn at 6:23 p.m.

Motion carried

Kummer gave interested Cable TV Committee members a tour of the MCTV Facility after the meeting adjourned.

Lori A. Panzer
Deputy City Clerk