CABLE TV COMMITTEE MEETING MINUTES
OCTOBER 22, 2012

The meeting was called to order by Chairperson Holck at 5:03 p.m. in Suite 1 of the Community Plaza II building, 101 W. McMillan Street.

PRESENT: Jim Daniels, Ed Gerl**,** George Holck, Dean Markwardt, Shawn Warren and Alderperson Earll
ALSO PRESENT: Public Access Coordinator Dan Kummer, City Administrator Barg, Finance Director Strey and Deputy Clerk Panzer
ABSENT: Brian Sauer

PUBLIC COMMENTS
None.

APPROVAL OF MEETING MINUTES
CTV12-056 Motion by Earll, second by Gerl to approve the minutes of the September 24, 2012 meeting as submitted.
Motion carried

CORRESPONDENCE
Kummer received an email from Sam Warp. He hasn't been able to tape (DVR) the Public Works and Common Council meetings. He wondered if the city meetings were being blocked, so that they couldn't be taped. Kummer asked if someone could try to tape one of the City meetings and report back to him whether or not it works.

Markwardt will try taping one of the City meetings and he will report back to Dan.

Breanna Speth received an email from Senator Herb Kohl thanking her for contacting him. He has been honored to have been able to take part in deep discussion and lively debate with so many people.

DISCUSS BRIAN SAUER'S CABLE TV COMMITTEE APPOINTMENT
Chairperson Holck sent Brian Sauer a letter in regards to his absence from the Cable TV Committee meetings. Brian has not responded to his letter yet.

FACILITY LEASE DISCUSSION
Finance Director Strey addressed questions in regards to the lease payments from the Cable TV Committee members.

Kummer spoke with Fred Schindler of Marawood and he won't be able to attend the Cable TV Committee meetings until January of next year. There is a clause in the contract about renegotiating 9 months ahead of time, but Fred Schindler is willing to waive that.

The Cable TV Committee will negotiate the lease and then it will be reviewed by the City Administrator and City Attorney when the time comes.

STATEGIC PLANNING SESSION DISCUSSION

Things to discuss in the Strategic Planning Sessions:

1. Define what Public Access is.
2. How do we staff the facility?
3. What things do we provide for the community, the City and the educational institutions and how do we implement that?
4. Restate what the Public Access mission and the purpose is.
5. What kind of equipment we are going to need.
6. How much equipment we are going to supply and what equipment we are going to supply.

Chairperson Holck said we need to know where we are going, how we are going to get there and what it takes to get there.

Markwardt said that he has recently helped a nonprofit group with strategic planning and it can be a painful long process. There are still day to day operations that need to be done and we have to be sure that we aren't putting everything on hold until we get the strategic plan done. How do we blend the long range plan that we are developing with the reality of what we need to do right now?

Daniels said that technology is rapidly changing and we need to know where cable is going to be in 5 years.

City Administrator Barg suggested starting the strategic planning discussion at a full committee level for two or more sessions to get some stuff on the table and then break out into subcommittees and then bring the subcommittee's findings back to the full committee.

Markwardt wondered if there was a consultant or anyone in City government who is already an expert in the process that would qualify to help us with a strategic planning session.

Finance Director Strey said that we could contract someone on a stipend basis to help keep us on track. The UW and Mid-State have programs that do this.

City Administrator Barg said you want someone leading and facilitating who doesn't have a vested interest.

The consensus of the committee was to start brainstorming with the entire committee.

Finance Director Strey and City Administrator Barg offered to help with finding a consultant at a reasonable cost.

Finance Director Strey recommended holding strategic planning meetings separate from the regular Cable TV Committee meetings.

Finance Director Strey left meeting at 5:38 p.m.

City Administrator Barg left meeting at 5:41 p.m.

PUBLIC ACCESS COORDINATOR'S REPORT
Kummer presented the Public Access Coordinator's Report for October 2012. (See attached report.)

CTV12-057 Motion by Gerl, second by Warren to receive and place on file the Public Access Coordinator's Report.
Motion carried

Kummer shared a Public Service Announcement on the CAP Act with the Committee members.

Kummer reported that there are some audio problems on Channel 99 with certain programs. He will work with the Charter Engineer again on this issue.

BILLS
Kummer distributed the bill query and the bills were reviewed.

CTV12-058 Motion by Markwardt, second by Earll to authorize payment of the following bills as presented:

Charter Business	$ 218.83
Charter Business	6.61
Hillers True Value	7.79
Wepak-n-Ship (106779 & 106780)	28.07
Veolia Environmental Services	37.29
Marshfield Book & Stationery	8.69
Menards (Invoices 6616 & 6670)	97.03
Premier Printing	280.21
VIDCOM, LLC (Invoice 1789)	1,770.98
Total	**$2,455.50**

Motion carried

FINANCIAL REPORT
CTV12-059 Motion by Gerl, second by Daniels to receive and place on file the financial report for the period of January 1, 2012 through September 30, 2012.
Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS
Set December meeting date.

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

Motion by Daniels, second by Gerl to adjourn at 6:06 p.m.
Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinators Report
List of Programs
Cable TV Committee Meeting 10/22/12

New Shows October 2012 (Since 9/24/2012): for MCTV 98

- Insight Ask The Mayor (Studio)
- Insight: Wood County Sheriff's Dept. (Studio)
- Marshfield School Board Meeting /Dan K /Kaylin Speth
- Scott Suder Town Hall Meeting at MACCI (Studio)
- Voting Preview of November 6 Election –

Channel 96 Meetings

- Common Council Preview (2 Episodes)
- Common Council (2 Meetings)
- Public Works (2 Meetings)
- Finance, Budget, Personnel (1 Meetings)
- City Plan Commission
- Parks, Recreation, & Forestry Committee

Breanna Speth

- Pet of the Week (every week)
- Twice Sold Tales Promo
- Marshfield Area Community Foundation Ribbon Cutting Ceremony
- Associated Bank United Way Scooter Races "Funraiser"

Kaylin Speth (Student Intern)

- School Board Listening Session (9-17)
- School Board Listening Session (Referendum) (9-25)
- Marshfield Tigers Girls Volleyball vs. Wisconsin Rapids (9-6)
- Marshfield Tigers Girls Volleyball vs. Stevens Point (9-27)
- Crystal Apple Awards 2012

Mary Asplin

- Lights, Camera, Polka! (every week) 4 programs

Robert Wiggins

- Wild Wednesdays 2012: The David Stokes Show "Turtles & Frogs"

Oshkosh Community Access Volunteers

- "Once Upon a Farm"
- Land Travel in Early Door County

- Great Harness Horse Racing from Mineral Point 7-28-12

River Cities Community Access
- MSTC Board of Directors September 2012

John Beck
- Immanuel Lutheran Worship Service (weekly)

Mike Weigel, Storyteller Productions
- Nummo Food Tour at Central WI State Fair

Dan Kummer /MCTV
- Marshfield Professional Fire Fighters Local 1021 Memorial
- Frac Sand Issue Discussion at Wood County Highway Meeting
- 2012 Tiger Football Game 4 vs. Neenah
- 2012 Tiger Football Game 5 vs. Oshkosh West
- 2012 Tiger Football Game 6 vs. Wisconsin Rapids
- 2012 Tiger Football Game 7 vs. Menasha

Other Weekly or Monthly Submitted Programs
- In the Fight: U.S. Army
- LaCrosse Catholic Diocese Mass
- Eckankar
- House of Yahweh
- Veterans Update

Numerous maintenance issues will be addressed before the end of the year. (Tripods, cameras, and other electronic equipment)

I have spoken with Fred Schindler of Marawood Construction. Due to scheduling conflicts he is not able to meet with the committee in October or November. December would be difficult for all of us. We have scheduled a meeting with him at our regular Cable TV Committee meeting in January. He has indicated that the 9 month renegotiating clause in the current lease agreement would be waived.

Level I Basic Camera Training is Scheduled for Wednesday November 21at 6:30pm. We will be highlighting basic operation of the Panasonic AC130 Digital card based camera.

Internet viewing of select programs on MCTV PEG Central is dramatically up. Council Preview and Public Library programs account for the greatest increase. These shows are marketed through the use of secondary web sites and the use of e-mail distribution lists.

MCTV Hosted the MACCI BGA Candidate Forum (69 & 86th Assembly Districts. We also taped 4 individual Candidate Profiles Which don Nystrom Hosted. Deb Hall Marshfield City Clerk did a program to inform residents on current election laws and procedures.

The piece we did on the Frac Sand issue in Wisconsin Rapids seems to have aroused great interest. Chairman Holk and I went to a recent Hwy Commission meeting at WI Rapids on the issue. We taped the proceedings as well as obtaining interviews with Wood County Supervisor Ed Wagner and an affected business.

In November we will be making plans for our Annual December Christmas gathering and Open House. Our invitation list will include volunteers, city offficials, nonprofit groups and the general public. Thank you to committee members George Holk and Dean Markwardt for the time they have given to MCTV running cameras this month. Other volunteers have also given of their time during this busy season. Their help during this election year is greatly appreciated We are looking forward to looking at our long term staffing needs during our strategic planning sessions in the beginning of 2013.