

**CABLE TV COMMITTEE MEETING MINUTES
APRIL 25, 2016**

The meeting was called to order by Chairperson Nystrom at 5:01 p.m. in Room 108 of City Hall Plaza.

PRESENT: Jim Daniels, Ed Gerl, Don Nystrom, Senen Siasoco and Alderperson Earl

ALSO PRESENT: Assistant Coordinator & Production Manager Breanna Speth, Brett Butler, Juanita Kummer, Deputy Clerk Panzer and Brandon Bodendorfer

EXCUSED: Dean Markwardt

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV16-015 Motion by Gerl, second by Siasoco to approve the minutes of the March 28, 2016 meeting as submitted.

Motion carried

CORRESPONDENCE

Speth shared an email from Alderperson Wagner regarding phone calls and/or conversations that he had with people that had trouble receiving public access channels from Charter. The problem was on Charter's end and it has been resolved.

PUBLIC ACCESS COORDINATOR'S REPORT

The Public Access Coordinator's Report for April 2016 was reviewed. (See attached report.)

The new cameras have arrived.

Speth shared a design idea for Dan Kummer's studio plaque. It was discussed. Several suggestions were made. Speth will get a quote from a sign company and bring it back to the Cable TV Committee for review.

CTV16-016 Motion by Siasoco, second by Daniels to receive and place on file the Public Access Coordinator's Report.

Motion carried

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

Charter internet and phone have been cancelled.

UPDATE ON VIDCOM CONTRACT

Brandon Bodendorfer, President of Tri-Media LLC, met with Juanita Kummer and he is interested in purchasing VidCom LLC.

CTV16-017 Motion by Siasoco, second by Gerl to recommend to the Finance, Budget and Personnel Committee and the Common Council the purchase of VidCom LLC by Tri-Media LLC, under the terms of the existing contract; effective June 1, 2016.

Motion carried

**CONTINUE DISCUSSION REGARDING FUTURE OPERATIONS OF MARSHFIELD
PUBLIC ACCESS**

Chairperson Nystrom deferred this discussion until a future meeting.

BILLS

The bill query report was reviewed.

CTV16-018 Motion by Gerl, second by Siasoco to authorize payment of the following bills as presented:

Advanced Disposal (October 2015 to March 2016)	\$ 350.04
Amazon.com	200.80
Spectrum Business (03/26/15 to 04/25/16)	106.44
Spectrum Business (04/01/16 to 04/30/16)	229.83
Frontier Communications	.08
Granicus (Invoice 75119)	600.00
Reimbursement - Leightronix (VIDCOM)	393.28
Media Distributors	206.12
Reimbursement - OfficeMax (VIDCOM)	44.63
Quill	48.58
Walmart	44.80
We Energies (03/09/16 to 04/08/16)	13.85
VIDCOM, LLC (Invoices 370 & 374)	<u>5,440.00</u>

Total \$7,678.45

Motion carried

FINANCIAL REPORTS

CTV16-019 Motion by Daniels, second by Gerl to receive and place on file the audited financial report for the period of January 1, 2015 through December 31, 2015, the financial report for the period of January 1, 2016 through January 31, 2016, the financial report for the period of January 1, 2016 through February 29, 2016 and the financial report for the period of January 1, 2016 through March 31, 2016.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Election of Chairperson and Vice Chairperson
- Welcome new Cable TV Committee member
- Continue discussion regarding future operations of Marshfield Public Access

Next meeting is scheduled for May 23, 2016 at 5:00 p.m.

Motion by Gerl, second by Daniels to adjourn at 6:18 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 04/25/16

New Shows, April 18, 2016 (Since 03/22/16): for MCTV 98

- 63rd Annual Palm Sunday Chorus
- UW-Marshfield/Wood County "Picasso at the Lapin Agile" preview
- Leadership Marshfield "Buddy Bench" project video
- Around the World with Columbus Catholic High School Exchange Students- China
- Around the World with Columbus Catholic High School Exchange Students- Hungary
- Around the World with Columbus Catholic High School Exchange Students- Vietnam
- Legislative Update with State Senator Terry Moulton -3/31
- Working & Wellness – Episode 1 "Workplace Violence/Conflict"
- Insight: Ask the Mayor 4/1
- Legislative Update with State Representatives Bob Kulp & John Spiros
- Leadership Marshfield "Outdoor Learning Space" project video
- FOMPL's "Timeless Tales: Building Connections"
- Chat with the Chief – Fire Chief Bob Haight 4/13
- A Slice of Heaven- Cooking with Ruth Ep. 78
- A Slice of Heaven- Cooking with Ruth Ep. 79
- Central Wisconsin State Fair Lineup Announcement
- Working & Wellness – Episode 2 "Delegation"

PSA's

- Downtown Marshfield Cleanup (Mainstreet Marshfield)
- Paws for Brittany (Marshfield Area Pet Shelter)

Channel 991 Meetings

- Common Council
- Public Works
- Finance, Budget, Personnel
- City Plan Commission
- Parks, Recreation, & Forestry Committee
- Marshfield Utilities Commission
- Judiciary & License Commission
- Police & Fire Commission
- Marshfield School Board (METV 990)
- Council Preview (biweekly)

John Beck

- Immanuel Lutheran Worship Service (weekly)
- Immanuel Lutheran final Lenten Worship Service
- Immanuel Lutheran Maundy Thursday Worship Service
- Immanuel Lutheran Good Friday Worship Service
-

Dana Speth

- Christ Lutheran Church Worship Service (Weekly)
- Christ Lutheran final Lenten Worship Service
- Christ Lutheran Maundy Thursday Worship Service
- Christ Lutheran Good Friday Worship Service

Mary Asplin

- Lights, Camera, Polka (weekly)

River Cities Community Access

- MSTC Board of Directors March 2016
- Wood County Board of Supervisors Meeting – March 2016

Other

- LaCrosse Catholic Diocese Mass (Weekly)
- Music & the Spoken Word (Weekly)

Personnel

Dan Kummer, who had been out on medical leave since March 25, 2014, sadly passed away on January 27, 2016. Breanna Speth has performed management duties in his absence. There has been no interruption of PEG services during this time period.

Breanna Speth continues in her role as Assistant Coordinator, and she also continues in her role as “Production Manager,” overseeing all stages of show development.

Brett Butler continues to oversee directing, graphics creation, and scheduling at MGTV, as well as assisting with studio shoots and on-site filming at MCTV.

Stephanie Wienke continues in her position as full time administrative assistant/PR representative.

Publicity/Updates

Social Media Update - FACEBOOK

As of April 18, we have 372 Likes on Facebook. (Up from 331 on March 22.)

Our most popular post during the period from March 22 – April 18 was a video Breanna posted on the April 2 snowfall called “April Fools Part II...?” This post reached 530 people and had an engagement rating of 88 (comments/likes/shares).

Other popular posts included the “Legislative Update with Kulp & Spiros” video, election results graphic, the Hub City Times story on MCTV Awards, and School Board Candidate Forum at MHS.

YouTube Channel Update

50 Subscribers, 16,360 Views (as of April 18 at 10:00am) (Up from last month’s 46 subscribers • 14,461 views)

A snapshot of some recent popular programs:

Palm Sunday Chorus (163 Views)

School Board Candidate Forum (137 Views)

FOMPL’S Timeless Tales (93 Views)

Central Chamber Chorale (41 Views)

We had international viewers from Hungary & Taiwan (likely because of the CCHS program)!

Google Analytics (Online Activity)

The full report is included in the attachments. About 2/3 of our website visitors are “New Users,” which means we are reaching new people.

WCM Update

Breanna attended a Board meeting on Wednesday, April 13. Brett and Breanna are preparing for the Best of the Midwest Media Fest from April 27-29 in Madison. We will compile a report for next month’s meeting about what we learned and the highlights.

MediaFire

Wisconsin Community Media has an online videosharing account with MediaFire. Member stations from around the state can upload programs that they think other parts of the state might find relevant and interesting. We uploaded a couple of new programs:

Cooking with Ruth: Ep. 78

Cooking with Ruth: Ep. 79

Other past programs we have uploaded are still being downloaded:

Depression & Suicide Episode 1

PSA for Depression & Suicide Series

Jurustic Park Tour

WI Budget Update

Cooking with Ruth Ep. 68

Rotary Lights 2015
Rotary Winter Wonderland Studio Program
Madrigal Singers
Insight: Alice in Dairyland
Cooking with Ruth Ep. 69
Cooking with Ruth Ep. 70
Cooking with Ruth Ep. 71
Cooking with Ruth Ep. 72
Cooking with Ruth Ep. 73
Cooking with Ruth Ep. 74
Cooking with Ruth Ep. 75
Voter ID Information
Cooking with Ruth Ep. 76
Cooking with Ruth Ep. 77
Public Forum: Pipeline

Fiber/Phones

City IT has finished the transition to solely fiber Internet. We have cancelled Charter phone and Internet effective 4/15/16. The monthly cost will now be \$94.04, was \$229.83.

MGTV Update

CIP meetings are over and everything has been operating smoothly. Thank you to Jim Daniels for filling in at a meeting!

Outage

We arrived at the station on March 29 to find Channel 989 completely black and our Leightronix NEXUS unit dead. Brett found a way to use the Channel 991 NEXUS unit to broadcast both channels temporarily, so the channel was down for about 4 hours instead of the two weeks it would take to get it repaired (or months, if the unit was unable to be fixed). We were able to get that unit repaired (as it was a power supply issue).

Charter Issue

On March 30, Alerman Ed Wagner contacted us about an outage in his district. Brett was able to resolve the issue with Charter. Please see correspondence for more details. This issue was unrelated to the March 29 outage mentioned above.

Equipment Update

Our new equipment is ordered and expected to arrive on April 20. The Budget Resolution was not approved at the March 28 meeting of the Common Council. The Resolution required 7/10 members of the Council to approve, and there were only 7 members present. Aldermen Hendler voted “no”, with no reason given. We worked with Steve Barg and Keith Strey to re-introduce the resolution. The Council unanimously approved the Budget Resolution on April 12. We lost out on \$800 in rebates due to the delay, but still are within budget.

Editing Assistance/Training

We worked with two Leadership Marshfield groups to film and edit project videos.

We have a new program called “Working and Wellness” which is produced by Rachel Zaleski. We have been assisting her with editing.

Dan Kummer Studio Plaque Design

Breanna designed an idea for the Dan Kummer studio plaque. Please see your packets for the concept art. Feedback welcome. We have not done any pricing on this.

Strategic Planning

No Updates

New Community Producers

Rex Anderson
Brittanie Boeck
Rachel Zaleski
Leadership Marshfield Buddy Bench group (Wendi Brueggen, Miranda Gregory)

Correspondence/Publicity

- Mentioned in the Central Chamber Chorale program (no photo)
- Mentioned at Soup or Socks’ Empty Bowls fundraiser on table centerpiece (no photo)
- Thank-You card from Palm Sunday Chorus Board (brining to meeting)
- E-mail exchange regarding outage (Ed Wagner and Brett Butler)