

**CABLE TV COMMITTEE MEETING MINUTES
DECEMBER 28, 2015**

The meeting was called to order by Chairperson Nystrom at 5:03 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, Deputy Clerk Panzer and Jonathan Anderson, News Reporter for Marshfield News-Herald
EXCUSED: Dean Markwardt

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV15-052 Motion by Gerl, second by Earl to approve the minutes of the November 23, 2015 meeting as submitted.

Motion carried

CORRESPONDENCE

Speth and Butler received a thank you card from Julie Cravillion with Shirley's House of Hope for their help with advertising and the camera for the 7th Annual Marshfield Iron Chef.

Speth shared an email from Matt McLean, Director of Marshfield Convention and Visitors Bureau. He announced that the bear video is on their website.

Speth also shared an email from Administrative Assistant Stephanie Wienke. Stephanie received a compliment via the telephone in regards to the Upham Mansion and Rotary Lights programs.

PUBLIC ACCESS COORDINATOR'S REPORT

The Public Access Coordinator's Report for December 2015 was reviewed. (See attached report.)

Speth announced that Dan Kummer will be receiving an award. He is going to be admitted to the Wisconsin Community Media Hall of Fame this spring. The award has been expedited due to his declining health. He will be receiving a letter and an award certificate. A traveling plaque will be issued in the spring and that stays with the station that the member belongs to, so we will have that for a year from May of 2016 to May of 2017.

Chairperson Nystrom asked Speth if it was possible to put the names of the camera people for the government meetings at the bottom of the screen at the end of the broadcasts. Speth will research this.

CTV15-053 Motion by Gerl, second by Siasoco to receive and place on file the Public Access Coordinator's Report.

Motion carried

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

No updates at this time.

UPDATE ON STATUS OF CITY HALL MOVE

City Administrator Barg's memorandum regarding the possible move of City Hall to the Forward Financial building was reviewed.

BILLS

The bill query report was reviewed.

CTV15-054 Motion by Earll, second by Siasoco to authorize payment of the following bills as presented:

VIDCOM, LLC (Reimbursement)	\$ 41.98
Spectrum Business (11/26/15 to 12/25/15)	20.75
Spectrum Business (12/01/15 to 12/31/15)	198.23
Granicus (Invoice 70883)	600.00
Walmart	18.56
VIDCOM, LLC (Invoices 353, 354 & 356)	<u>5,640.00</u>
Total	\$6,519.52

Motion carried

FINANCIAL REPORT

CTV15-055 Motion by Earll, second by Gerl to receive and place on file the financial report for the period of January 1, 2015 through November 30, 2015.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Proposal for new cameras
- Discuss status of VIDCOM's contract

Next meeting is scheduled for January 25, 2016 at 5:00 p.m.

Motion by Gerl, second by Siasoco to adjourn at 5:29 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 12/28/15

New Shows, December 15, 2015 (Since 11/15/15): for MCTV 98

- Tiger TV: "Project Lead The Way"
- Altrusa Club of Marshfield's 2015 Holiday Home Tour Preview
- Central Chamber Chorale: Baroque to Folk
- Mainstreet Marshfield Holiday Parade 2015
- Cooking with Ruth: Episode 69 "Pecan Balls"
- Cooking with Ruth: Episode 70 "Shrimp Tortellini Skewers"
- Insight: UW STEM Building Update
- Rotary Winter Wonderland: The First Ten Years
- Rotary Winter Wonderland: Tour of the Lights 2015
- MHS Madrigal Singers Visit MCTV
- Insight: Ask the Mayor 12/4/15
- Upham Mansion Christmas Tour
- Grant Elementary Holiday Concert- Grade 3
- Fun d'Arts PSA for New Visions Gallery
- Insight: Alice in Dairyland
- How to Run for Local Public Office
- Marshfield Area Pet Shelter Update 12/10/15
- Christ Lutheran Church Christmas Concert (filmed by Dana Speth)
- Madison Elementary Holiday Concert Grades 1 & 2 (filmed by Susan Speth)
- Grant Elementary Holiday Concert Grade 2 (filmed by Susan Speth)
- Grant Elementary Holiday Concert Grade 3 (filmed by Susan Speth)

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 Advent Worship (Weekly)s

Dana Speth

- Christ Lutheran Church Worship Service (Weekly)

River Cities Community Access

- MSTC Board of Directors Nov 2015
- Wood County Board of Supervisors Meeting – Nov 2015

Other

- LaCrosse Catholic Diocese Mass
- Music & the Spoken Word

Personnel

Dan Kummer has been out on medical leave since March 25, 2014. 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 December 14, we have 292 Likes on Facebook. (Up from 290 on November 16.)

Our most popular post during the period from November 23-December 14 was the Marshfield Area Pet Shelter Update from 12/11, reaching 628 people and engaging 25 (via a share to MAPS’ Facebook page). The second most popular was “Have you ever considering running for an elected position? Learn how with City of Marshfield Clerk Deb Hall and host Don Nystrom in this program...” reaching 100 people. Ruth Elderbrook posts the cooking show on her page as well and her “Cooking with Ruth Episode 70” reached 180 people.

YouTube Channel Update

33 Subscribers, 9,368 Views (as of 12/14/15 at 10:15am) (Up from last month’s 28 subscribers • 7,840 views)

A snapshot of some recent popular programs:

Mainstreet Marshfield Holiday Parade – 169 views

MHS Madrigal Singers- 146 Views

Rotary Winter wonderland: The First 10 Years – 115 views

Google Analytics (Online Activity)

The full report is included in the attachments. Website activity is up.

WCM Update

We entered 9 programs into the “Best of the Midwest” Media Festival this year. Judging will take place in February, with winners announced in late March/early April.

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 several new programs:

Rotary Lights 2015 (35 Downloads)

Rotary Winter Wonderland Studio Program (35 Downloads)

Madrigal Singers (17 Downloads)

Insight: Alice in Dairyland (12 Downloads)

Cooking with Ruth Ep. 69 (13 Downloads)

Cooking with Ruth Ep. 70 (10 Downloads)

Other past programs we have uploaded are still being downloaded:

Depression & Suicide Episode 1 (98 Downloads)

PSA for Depression & Suicide Series (55 Downloads)

Jurustic Park Tour (94 Downloads)

WI Budget Update (60 Downloads)

Cooking with Ruth Ep. 68 (22 Downloads)

Fiber/Phones

No updates this month. We continue to be happy with the phone setup and are eager to get computers hooked up to the fiber network as well.

MGTV Update

New camera operator Wayne is doing well. Meetings will slow down at the end of December.

City Hall Update

The City has entered into discussions with a company to transform City Hall into housing, which would mean that the current City Hall would move into the Forward Financial building (as they are building a new facility). A lot has to happen yet before this is a reality, and we would not be required to move our studios until at least 2018. The City will be keeping Cable in the loop about any updates.

Carrie's Back!

Carrie Lippert is in town until mid-January and has been hosting programs for us. We are happy to have her!

Meeting with Keith Strey, Finance Director

Brett and Breanna met with Keith Strey on December 8 to check how we are doing budget-wise. We are doing very well, and are expected to end the year with a significant surplus. The final numbers will not be ready until February. Keith also advised on how to manage bigger equipment purchases.

Meeting with Matt McLean, Convention & Visitor Bureau

Brett and Breanna met with Matt McLean at the CVB in an effort to have our videos featured on the CVB website and promoted (when appropriate) through social media.

Fun d'Arts

New Visions Gallery's annual fundraiser will take place in early February. We helped produce a video on their featured artist, Clyde Wynia. The video will be aired on the channel and New Visions is included us as a sponsor for their event, so our logo will be on all publicity (free of charge to us).

Ruth & Gary Business Cards

Ruth Elderbrook from "Cooking With Ruth" (soon to celebrate its 75th episode!) ordered new business cards recently and wanted to help promote MCTV and her popular cooking show. She does this show pro-bono, of course.



Correspondence/Publicity

- Tiger TV has its own page on the School District of Marshfield website <http://www.marshfield.k12.wi.us/community/tigertv.cfm>
- Thank-You Card from Shirley's House of Hope
- Compliment from viewer via phone
- Bear Video shared on CVB Webpage

Strategic Planning Action Item Updates – Nothing new

Branding/Marketing

- Flyer & Brochure is completed: In order to print, will need to budget for this in 2016

Technology

- Replacement Program is in progress.

Financial Management

- Reserve Balance: Still at \$90,000

Communications

- Promo Video: This is completed and is airing/being promoted.

Human Resources

- Organizational change: Have discussion with Vidcom on future plans (start by late spring/early summer)