

**CABLE TV COMMITTEE MEETING MINUTES
FEBRUARY 29, 2016**

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 and Alderperson Earll

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 and Senen Siasoco

PUBLIC COMMENTS

Chairman Nystrom mentioned that Walter Friant passed away. He was a past valuable Cable TV committee member.

Chairman Nystrom mentioned that the Cable TV Committee still has one vacancy.

Chairman Nystrom said he spoke for the Lions Club recently and he passed out some of the Cable TV brochures at that meeting and several people afterwards said that they didn't know that they could get their programming on the internet outside the city and they had a lot of questions. He suggested putting together a Speakers Bureau. If any of the Cable TV Committee members or Public Access staff are interested in helping put one together they should contact Breanna.

APPROVAL OF MEETING MINUTES

CTV16-007 Motion by Gerl, second by Daniels to approve the minutes of the January 25, 2016 meeting as submitted.

Motion carried

CORRESPONDENCE

Quarterly franchise fee payment in the amount of \$62,229.13 was received.

Speth shared an email from Matt McLean of the Convention and Visitors Bureau indicating that their featured page on their website with the Kodiak Bears includes the links to the featured videos on the Public Access's webpage now.

Speth shared the Wisconsin Community Media Quarterly Newsletter that featured an article that she wrote about Nystrom and Markwardt. This article was also on the Wisconsin Community Media's website home page.

PUBLIC ACCESS COORDINATOR'S REPORT

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

CTV16-008 Motion by Gerl, second by Daniels to receive and place on file the Public Access Coordinator's Report.

Motion carried

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

Brochures are now printed.

INCREASE VIDCOM'S CONTRACT FEE PER CONTRACTUAL AGREEMENT

CTV16-009 Motion by Daniels, second by Earll to increase VIDCOM's contract fee per contractual agreement in line with the Consumer Price Index effective April 1, 2016.

Motion carried

BILLS

The bill query report was reviewed.

CTV16-010 Motion by Gerl, second by Daniels to authorize payment of the following bills as presented:

Spectrum Business (01/26/15 to 02/25/16)	\$ 106.44
Spectrum Business (02/01/16 to 02/29/16)	229.83
Granicus (Invoice 73255)	600.00
Walmart	28.48
We Energies	16.01
Vista Print	30.98
VIDCOM, LLC (Invoices 363 & 364)	<u>5,440.00</u>
Total	\$6,451.74

Motion carried

FINANCIAL REPORT

CTV16-011 Motion by Gerl, second by Daniels to receive and place on file the before-closing financial report for the period of January 1, 2015 through December 31, 2015.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Update on possible transition of Cable Access to a City department

Next meeting is scheduled for March 28, 2016 at 5:00 p.m.

Motion by Daniels, second by Gerl to adjourn at 5:31 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 02/22/16

New Shows, February 16, 2016 (Since 01/15/16): for MCTV 98

- MACCI Annual Meeting video
- Chat with the Chief- Police Department 1/20/16
- Writers & Readers of Central Wisconsin – Episode 2
- Marshfield Area Pet Shelter Update 1/21/16
- Marshfield Mentoring Programs- Big Brothers Big Sister & Pathway Partners
- Tiger Tv: Episode 10, featuring "School District Budget"
- Marshfield School Board Candidates
 - Amber Leifheit
 - Dale Yakaites
 - Dan Wald
 - Mark Critelli
 - Thomas W Binder
- Wisconsin Voter ID Information 2016
- Tiger TV: Episode 11, featuring "Comprehensive Facilities Study"
- Insight: Wood County Sheriff Tom Reichert - 1/29/16
- Chestnut Center for the Arts Update - 2/4/16
- Do you have an idea for...Marshfield's Next BIG Thing!?
- Insight Ask The Mayor 02/05/2016
- Dance For Diabetes – An Event Preview
- Tiger TV: Episode 12, featuring “Visitors from Taiwan”

PSA's

- Dance for diabetes
- MAPS “Paws & Pancakes” Breakfast
- CVB's “Next Big Thing” short version
- CVB's “Next Big Thing” long version

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)

Dana Speth

- Christ Lutheran Church Worship Service (Weekly)

River Cities Community Access

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

Other

- LaCrosse Catholic Diocese Mass
- Music & the Spoken Word

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 February 16, we have 331 Likes on Facebook. (Up from 303 on January 15.)

Our most popular post during the period from January 15- February 16 was the announcement of Dan’s passing. This post reached 14,700 people and had 3.4K engagements and 743 comments/likes/shares.

Other popular posts were 1/20/16 Chat with the Chief episode post, reaching 1.8K people and the 2/9/16 “Something is always happening in Marshfield” post, reaching 468 people.

Our most popular time is 7-8pm.

YouTube Channel Update

42 Subscribers, 12,495 Views (as of 2/16 at 9:40am) (Up from last month’s 38 subscribers • 11,136 views)

A snapshot of some recent popular programs:

- Dance for Diabetes Event Preview (110 views)
- Chat with the Chief: Rick Gramza 1/20/16 (65 views)
- Council Preview of January 26 Meeting (54 views)

Google Analytics (Online Activity)

The full report is included in the attachments. We continue to expand in website hits, video views, and subscribers.

WCM Update

Judging for the WCM “Best of the Midwest” Mediafest took place on February 10. Thank you to Dana and Dean for assisting Breanna and Brett with that. Breanna attended a WCM Public Policy Committee Meeting on February 8. Topic of discussion was the new proposed bill that would help PEG stations have equal quality to commercial stations, among other things. She also attended a Board meeting on Wednesday, February 10. Topics of discussion included the new proposed bill, upcoming conference, and member update.

We entered the following into the videofest:

- Upham Mansion Tour (Documentary/Feature)
- Columbus High School Hair Donation Event (Short Form Documentary/Featurette)
- Central Wisconsin’s Got Talent (Performing Arts)
- Dave’s Auto: How to Buy a Used Car (How-to/Instructional Programming)
- Mayor’s Dairyfest Breakfast (Local Events)
- Cooking with Ruth (How-to/Instructional Programming)
- Chat with the Chief: Home Fire Safety, Bullet-Proof vest (Series)
- Rotary Winter Wonderland: The First Ten Years (Talk Show)
- Marshfield Area Pet Shelter Temporary Home (PSA)

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. 73
- Cooking with Ruth Ep. 74
- Cooking with Ruth Ep. 75
- Voter ID Information

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

Fiber/Phones

We are still waiting on City IT to finish the transition to solely fiber internet. Upload and download speeds are amazing and have increased productivity. Our turnaround time for shows has improved significantly due to how fast programs upload to the web.

MGTV Update

Two meetings (Finance and JL) were cancelled on February 2 due to the snowstorm. Otherwise, it has been a busy period for government meetings.

Election Coverage

Don Nystrom hosted interviews with all five candidates for School Board. The four who progress to the General Election will have their interviews aired again after the primary.

Events Page Promotion

Our events page at www.Marshfieldtv.com/events is up and running. We have been promoting this on Facebook and through a MailChimp e-mail newsletter. We also tell everyone we can think of ☺



More hosts needed

With Carrie Lippert back in Florida, we are in need of program hosts. We have posted something on the community calendar, Facebook, and other online volunteer sites. So far, there has been no interest.

Hub City Times

We have been communicating with Hub City Times in an effort to have our programs advertised through the paper. They will be posting a short weekly article online (that Breanna submits each week) that highlights new programs for that week. In exchange, we have a slide on our broadcast schedule webpage and community calendar that looks like this:

Read about MCTV programs & more!



YOUR SOURCE FOR TRULY LOCAL NEWS

www.HubCityTimes.com

Editing Assistance/Training

We worked with Don Schnitzler, teaching him to edit a history program he filmed. We also worked with Ashley Winch from Marshfield Area United Way to edit a video on the Nutrition On Weekends program.

Twitter

We are now on Twitter: https://twitter.com/marshfield_tv

New Community Producer

Greg Walsh from Palm Sunday Chorus

Correspondence/Publicity

- Article on Charter adding video subs in Q4, Year
- Kodiak Bear video is now featured on CVB website
- Don Nystrom and Dean Markwardt were featured in the WCM Quarterly Newsletter and also on the WCM website home page

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)