

## **CABLE TV COMMITTEE MEETING MINUTES JULY 25, 2016**

The meeting was called to order by Vice Chairperson Nystrom at 5:00 p.m. in Room 108 of City Hall Plaza.

**PRESENT:** Jim Daniels, April Gentz, Ed Gerl, Alderperson Earll, Dean Markwardt and Don Nystrom

**ALSO PRESENT:** Acting Coordinator & Production Manager Breanna Speth, Brett Butler, Public Access Coordinator Branden Bodendorfer and Deputy Clerk Panzer

**EXCUSED:** Senen Siasoco

### **PUBLIC COMMENTS**

Gerl mentioned that he had been in contact with Charter last week because he was having trouble getting Channels 3, 95 and 96 and it was because Charter was having problems with their servers in St. Louis and also because of the big wind storms that knocked out a lot of things.

Nystrom mentioned that his neighborhood had issues with 989 on Saturday and Sunday and he asked if this was system wide.

Butler said the issue was system wide and he spoke with the Charter representative about it today. He power cycled our distribution amplifier and it started working again. If we continue to have an issue it might be a frequency thing which he can adjust our frequency higher or lower based on its needs, but right now it seems to be working fine.

### **APPROVAL OF MEETING MINUTES**

**CTV16-031** Motion by Earll, second by Gerl to approve the minutes of the June 27, 2016 meeting as submitted.

**Motion carried**

### **TRI-MEDIA'S VISION**

Bodendorfer asked the Cable TV Committee members for their input on what they thought MCTV's role, duty and goals are.

The Cable TV Committee members came up with the following:

#### **Role of MCTV**

- Communicate local government
- Promote the community
- Produce educational programming
- Provide a vehicle for community promotion

#### **Duties of MCTV**

- Viewership access to all
- Provide timely content and information
- Increase outreach of staffing
- Provide high quality media
- Market MCTV
- Provide educational services to increase community production

#### Goals of MCTV

- Develop educational programming, including sports and extracurricular activities
- Increase viewership
- Implement a strategic plan for equipment replacement, one that ensures stability through any transition
- Expand staffing plans

#### Current Challenges

- Limited Viewership Access
- Distribution Channels
- Lack of support from community partners
- Limited engaging community producers
- Ability to live broadcast
- Community awareness of MCTV
- Limited presence in educational systems
- Aging Equipment
- No clear direction of organization

Speth, Butler and Bodendorfer will look at the goals and develop action steps based on these goals before the next meeting.

#### **CORRESPONDENCE**

None.

#### **PUBLIC ACCESS COORDINATOR'S REPORT**

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

**CTV16-032** Motion by Gerl, second by Gentz to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

#### **APPROVAL OF PROPOSED 2017 CABLE ACCESS BUDGET**

Bodendorfer prepared three different budgets for 2017. He distributed his proposed budgets and explained the differences between the three budgets.

Bodendorfer will email his budget spreadsheet in excel file to the Cable TV Committee members for further review.

Action will be taken at the next regular Cable TV Committee meeting.

#### **STRATEGIC PLAN UPDATE/SOFTWARE AND EQUIPMENT PURCHASE PLAN**

Bodendorfer reported that he included the software and equipment purchase plan in all three 2017 budget proposals under Capital Outlay and this item will be discussed further at the next regular Cable TV Committee meeting.

**BILLS**

The bill query report was reviewed.

**CTV16-033** Motion by Gerl, second by Markwardt to authorize payment of the following bills as presented:

Advanced Disposal (May & June)	\$ 116.68
Amazon.com	153.91
Spectrum Business (6/26/16 to 7/25/16)	106.44
Spectrum Business (7/1/16 to 7/31/16)	99.11
EO Johnson	392.00
Telephone –May & June (City Hall)	.22
Granicus	600.00
PERMAR Security Services	253.99
Walmart	19.95
We Energies	11.05
Tri-Media (Invoices 1078 & 1107)	<u>5,440.00</u>

**Total** **\$7,193.35**

**Motion carried**

**FINANCIAL REPORT**

**CTV16-034** Motion by Markwardt, second by Earll to receive and place on file the financial report for the period of January 1, 2016 through June 30, 2016.

**Motion carried**

**RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Approval of 2017 Cable Access Budget
- Strategic Plan Update/Software equipment purchasing plan
- Review of action steps based on MCTV's goals

Next meeting is scheduled for August 22, 2016 at 5:00 p.m.

Motion by Gerl, second by Earll to adjourn at 6:04 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

## Public Access Coordinator's Report

Cable TV Committee Meeting 7/25/16

### PROGRAMMING UPDATE

For a full list of new programs, please visit the MCTV YouTube Channel:

[https://www.youtube.com/channel/UC031-m9S\\_ZjduXjuIvczM5Q](https://www.youtube.com/channel/UC031-m9S_ZjduXjuIvczM5Q)

For a full archive of government programming, please visit:

<http://legacyweb.ci.marshfield.wi.us/video/>

### NEW PROGRAMS

We have developed four new magazine-style programs to better repurpose videos that we are producing. This also allows us to produce more dynamic content, as the time put into these programs will be more worthwhile. They are:

- a. Arts in Marshfield – featuring arts and music (Episode 1 featured Chestnut Center)
- b. Focus on Marshfield – Government-focused program highlighting different City committees, economic development, and updates with organizations like the library
- c. Explore Marshfield – This program will highlight restaurants, events, attractions, recreation, and history
- d. Public Safety - This program will feature a segment with the Police Dept, Fire Dept, and then one misc. safety topic. The first episode featured “bike safety” with The Sports Den.

For an example of how we are re-purposing, we filmed a segment on “how to properly start and stop a fire (in a fire pit)”. This segment is a stand-alone segment, it is included in “Chat with the Chief,” and it will be part of the “Safety in Marshfield” program.

### COMMUNITY PRODUCER SUBMITTED WORK

- Ashley Winch: United Way Campaign
- Dana Speth: Christ Lutheran Worship, New Visions Gallery
- John Beck: Immanuel Lutheran Worship
- Mary Asplin: Lights, Camera, Polka!
- Don Schnitzler: Upham Ice Cream Social & Chad Lewis Hauntings
- Alex Wehrman: Parish Pull
- Bob Kulp: Drone footage of Round Barn & July 4<sup>th</sup> Flags
- Jim Benson: Drone footage

### OTHER SUBMITTED PROGRAMMING

- MSTC Board of Directors
- LaCrosse Catholic Diocese Mass (Weekly)
- Music & the Spoken Word (Weekly)
- Scripture Verse by Verse

### FACEBOOK LIVE

We started to use Facebook Live to air programming

- Council Preview - July 6th - 102 Views 402% increase over the previous episode.
- Street Referendum - 172 Views

### SOCIAL MEDIA UPDATE - FACEBOOK

As of July 18, we have 442 Likes on Facebook. That is a 49% increase YTD.

We have reached over 13,500 people this year.

This month, we had 2751 video views – a 159% increase over May

### YOUTUBE CHANNEL UPDATE

67 Subscribers, 23,457 Views (as of July 18) (Almost 100% increase YTD.)

### GOOGLE ANALYTICS (ONLINE ACTIVITY) SUMMARY

We had 1,735 sessions last month, with 1,415 users and 2,804 page views. 24.3% of visitors are returning. With 8,469 YTD sessions, this means that the last month accounts for nearly 20% of our entire year's traffic.