

**CABLE TV COMMITTEE MEETING MINUTES
MARCH 28, 2016**

The meeting was called to order by Chairperson Nystrom at 5:02 p.m. in Room 108 of City Hall Plaza.

PRESENT: Jim Daniels, Ed Gerl, Dean Markwardt, Don Nystrom, Senen Siasoco and Alderperson Earll

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

PUBLIC COMMENTS

Chairperson Nystrom said that Breanna, Brett and Greg Walsh did a great job on the Palm Sunday concert. They had a four camera operation with three people and some significant amount of editing. He believes it will qualify as an entry in next year's competition, because they were able to isolate the vocalists as they appeared. It was more than just a normal shoot. It was very well done.

Dean Markwardt congratulated Breanna and Brett on their recent engagement.

APPROVAL OF MEETING MINUTES

CTV16-012 Motion by Gerl, second by Daniels to approve the minutes of the February 29, 2016 meeting as submitted.

Motion carried

CORRESPONDENCE

Speth shared a newspaper article from the Marshfield News-Herald on the potential transition of Marshfield Community Television.

Speth shared an email from Eric LeJeune at Hub City Times indicating that they are listing MCTV's new programs via links from MCTV's website.

Speth shared an email from Mary Cardona, Executive Director with Wisconsin Community Media which listed the awards that MCTV received.

Speth shared the press release that MCTV sent out regarding the awards which was in the Hub City Times.

Speth shared MCTV's complimentary ad that is in the new Marshfield Visitor's Guide.

REVIEW ACTION OF COMMON COUNCIL REGARDING REPLACEMENT OF CAMERAS

The budget resolution for the new cameras and accessories went before the Common Council on March 22nd, but the motion failed, because there were only seven Council members present and one voted against it. They will be bringing the budget resolution back to the Common Council for approval again on April 12th.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Butler mentioned that Marshfield Utilities informed him this morning that there will be a small outage tomorrow. It should only be about 5 minutes. They are also scheduling another one in the future that will be about 5 hours on a Saturday.

Chairperson Nystrom suggested that they put a message on the screen when they know when the outage will take place to inform the public that an outage will be taking place.

CTV16-013 Motion by Siasoco, second by Markwardt to receive and place on file the Public Access Coordinator's Report.

Motion carried

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

The city came and finished transitioning the fiber. We will be shutting off Charter Wi-Fi this week and testing the city's fiber and if it works we will cancel Charter and that process will be completed.

UPDATE ON POSSIBLE TRANSITION OF CABLE ACCESS TO A CITY DEPARTMENT

Discussion was held regarding the future operations and management of Cable Access.

A variety of options were discussed. No decisions were made.

BILLS

The bill query report was reviewed.

CTV16-014 Motion by Gerl, second by Markwardt to authorize payment of the following bills as presented subject to the Finance Department's review of sales tax:

Spectrum Business (02/26/15 to 03/25/16)	\$ 106.44
Spectrum Business (03/01/16 to 03/31/16)	229.83
DirectNetworks, Inc. (Invoices IN37074 & 37197)	923.02
Granicus (Invoice 73892)	600.00
Reimbursement (VIDCOM)	31.04
Reimbursement (VIDCOM)	96.85
Reimbursement (VIDCOM)	81.98
Walmart	38.54
Walmart	43.71
We Energies (01/08/16 to 02/09/16)	43.30
We Energies (02/09/16 to 03/09/16)	23.74
Wisconsin Community Media	380.00
VIDCOM, LLC (Invoices 365 & 368)	<u>5,440.00</u>

Total **\$8,038.45**

Motion carried

FINANCIAL REPORT

Not available at this time.

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Continue discussion regarding future operations of Marshfield Public Access

Chairperson Nystrom may call a special meeting before our regular scheduled meeting.

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

Motion by Markwardt, 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 03/28/16

New Shows, March 22, 2016 (Since 02/16/16): for MCTV 98

- Food for Thought Event Preview 2016
- Tiger TV: Episode 13, featuring "Student Artists"
- Marshfield Area Pet Shelter – Tour of Temporary Shelter
- Kyle Willkom of Action Packed Leadership – Part 1, for Athletes
- Kyle Willkom of Action Packed Leadership – Part 2, for students
- Central Chamber Chorale – "Chorale Favorites" Spring 2016
- Palm Sunday Chorus 2016
- "It is Mercy that I Desire" Monsignor Thomas Richter at OLP
- MAPS Featured Pet: Splenda
- New Visions Gallery Emerging Talents Exhibit
- Insight Ask the Mayor 3/5/16
- Public Forum: Enbridge Oil Pipelines Expansion Plans and Effects on Property Owners
- Meet the Candidate: District 7 Zaleski
- Meet the Candidate: District 7 Korlesky
- Insight Wood County Sheriff Tom Reichert 2/26/16
- Nutrition on Weekends Program at United Way
- Chat with the Chief – Bob Haight 2/22/16
- Happy Birthday, Munsey & Boda!
- Marshfield Comprehensive Plan Update with Josh Miller
- Don't Get Scammed- What you need to know to protect yourself during tax season

PSA's

- Soup or Socks Empty Bowls
- Immanuel Lutheran Open House/Carnival

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 Lenten Worship Service (weekly)

Dana Speth

- Christ Lutheran Church Worship Service (Weekly)
- Christ Lutheran Lenten 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 March 22, we have 361 Likes on Facebook. (Up from 331 on February 16.)

Our most popular post during the period from February 16- March 22 was the video posted on-site from Munsey & Boda’s birthday celebration. This post reached 12,300 people and had 878 comments/likes/shares.

Other popular posts were a video of the Marshfield Clinic parking lot construction (reaching 4.6K people) and a video of the library construction (2.1K people). These are videos Breanna and Brett take on their personal phones and post to Facebook when they are out and about off-hours.

YouTube Channel Update

46 Subscribers, 14,461 Views (as of 3/22 at 9:08am) (Up from last month’s 42 subscribers • 12,495 views)

A snapshot of some recent popular programs:

Happy Birthday, Munsey & Boda (229 Views, 541 minutes watched)

Public Forum: Enbridge (121 Views)

Our average “view duration” of videos is 5:27, which is really good.

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

Breanna attended a Board meeting on Wednesday, March 9. We are also excited to report that we won “Best Public Access Program” for the videofest this year!

The following Marshfield producers and programs earned awards this year:

Best Public Access Program - Professional Category

Breanna Speth
Columbus Catholic Schools Hair Donation Event
(Short Form Documentary/Featurette)

Excellence Award

Breanna Speth
Columbus Catholic Schools Hair Donation Event
(Short Form Documentary/Featurette)

Breanna Speth, Brett Butler, Carrie Lippert
Mayor's Breakfast - Dairyfest 2015 in Marshfield, Wisconsin
(Local Events)

(COMMUNITY PRODUCER) John Beck, Immanuel Lutheran Worship Service
Amateur Category)

(Series -any format,

Achievement Award

Breanna Speth & Brett Butler
Marshfield Area Pet Shelter - A Temporary Home
(Public Service Announcement)

Breanna Speth
"Under the Hood" with Dave's Expert Auto- Featuring *Buying A Used Car*
(How to/Instructional)

Breanna Speth & Brett Butler
Tour of Governor William H Upham House (Upham Mansion) - Marshfield, WI
(Documentary/Feature)

Breanna Speth & Brett Butler
Central Wisconsin's Got Talent! - September 2, 2015
(Performing Arts)

Breanna Speth
Wildwood Zoo Store
(Short Form Documentary/Featurette)

Merit Award

Breanna Speth and Brett Butler
Rotary Winter Wonderland: The First Ten Years
(Talk Show)

Breanna Speth and Brett Butler
Cooking With Ruth: Ep. 68
(How to/Instructional)

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. 76
Cooking with Ruth Ep. 77
Public Forum: Pipeline

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

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. We had to purchase Wireless Access point.

MGTV Update

The CIP meetings were covered and will continue to be covered this next month. There was some flooding in the City Hall basement, but Brett kept all of our equipment safe.

Election Coverage

Our School Board Candidate interviews are airing, and we filmed a program with the two candidates for 7th District Alderman.

Events Page Promotion

Our events page at www.Marshfieldtv.com/events is growing rapidly. We have been promoting this on Facebook and on the community calendar. We also tell everyone we can think of ☺

More hosts needed

With Carrie Lippert back in Floride, 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

Hub City Times continues to post a short weekly article online (that Breanna submits each week) that highlights new programs for that week. See an example here: <http://www.hubcitytimes.com/2016/03/14/new-week-marshfield-community-television-march-14/>

Police Department PSA's

We have been working with Dennis Keffer and other officers at Marshfield Police Department to film short PSA's on public safety. The PD was producing their own videos in-house, so we offered to assist them to help produce more high-quality audio and video.

Editing Assistance/Training

We worked with a Leadership Marshfield Group on editing training.

United Way

Marshfield Area United Way approached us about working with them on their annual campaign video again this year. They would complete all filming and development, and we would assist with editing as needed.

Palm Sunday Chorus

We worked with Greg Walsh, a new community producer, to film Palm Sunday Chorus. He ran one camera and we ran two. There was also a stationary camera on the conductor, making for a 4-camera multicam shoot! Turnaround time for editing was one day.

Outreach

Breanna met with UW-M/WC Bachelor's Degree coordinator Marta Rusten regarding possible collaboration opportunities, such as student interns through the UW.

We have had meetings with new website, Explore Marshfield, to discuss possible collaborations.

Twitter

We are becoming more active on Twitter: https://twitter.com/marshfield_tv

Correspondence/Publicity

- Article in Marshfield News-Herald
- MCTV on Hub City Times
- Media Fest Results for WCM
- Ad in Visitors Guide
- Mentioned in the Central Chamber Chorale program (no photo)
- Mentioned at Soup or Socks' Empty Bowls fundraiser on table centerpiece (no photo)

Strategic Planning Action Item Updates – Nothing new

Branding/Marketing

- Flyer & Brochure is completed and printed.

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)