

**CABLE TV COMMITTEE MEETING MINUTES  
MAY 23, 2016**

The meeting was called to order by Deputy Clerk Panzer at 5:04 p.m. in Room 108 of City Hall Plaza.

**PRESENT:** April Gentz, Dean Markwardt, Don Nystrom, Senen Siasoco, Alderperson Earll and Ed Gerl (arrived at 5:32 p.m.)

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

**ABSENT:** Jim Daniels

Deputy Clerk welcomed April Gentz to the Cable TV Committee.

**ELECTION OF CHAIRPERSON & VICE CHAIRPERSON**

Deputy Clerk Panzer asked for nominations for Chairperson.

Earll nominated Senen Siasoco.

There being no further nominations Deputy Clerk declared nominations closed.

**CTV16-020** Motion by Earll, second by Nystrom to elect Senen Siasoco as Chairperson.

**Motion carried**

Senen Siasoco assumed the chair.

Chairperson Siasoco asked for nominations for Vice Chairperson.

Markwardt nominated Don Nystrom.

There being no further nominations Chairperson Siasoco declared nominations closed.

**CTV16-021** Motion by Markwardt, second by Earll to elect Don Nystrom as Vice Chairperson.

**Motion carried**

**SET MEETING DATE AND TIME**

Butler mentioned that the new Public Access Coordinator may want to change the time of the meetings in the future.

**CTV16-022** Motion by Markwardt, second by Gentz to keep the meeting date on the fourth Monday of the month at 5:00 p.m. until further notice.

**Motion carried**

**PUBLIC COMMENTS**

Juanita Kummer thanked the Cable TV committee members and staff for their patience the past two years with Dan, his situation and her.

The Cable TV committee expressed appreciation for Juanita Kummer's continued support of MCTV's organization during this difficult period.

## **APPROVAL OF MEETING MINUTES**

**CTV16-023** Motion by Markwardt, second by Nystrom to approve the minutes of the April 25, 2016 meeting as submitted.

**Motion carried**

## **CORRESPONDENCE**

Quarterly franchise fee payment in the amount of \$61,473.43 was received.

Speth shared a Spring Conference recap.

Speth shared an email from the WCM that recapped the Spring Conference.

Speth also shared WCM's quarterly newsletter.

Nystrom referred to Speth's Spring Conference recap and asked if MCTV could get on the Electronic Programming Guide. Butler has been working on this and it may take a few months.

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

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

**CTV16-024** Motion by Markwardt, second by Gentz to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

## **UPDATE ON STRATEGIC PLANNING ACTION ITEMS**

The studio at MCTV is completely switched over to HD.

Ed Gerl arrived at 5:32 p.m.

## **REVIEW CITY'S PROPOSED MISSION/VISION STATEMENTS**

The City's proposed Mission/Vision Statements were reviewed.

## **UPDATE ON VIDCOM CONTRACT**

The agreement with Tri-Media LLC has been signed. MCTV's employees are now employed by Tri-Media LLC. Business will be as usual for 90 days.

## **BILLS**

The bill query report was reviewed.

**CTV16-025** Motion by Gerl, second by Earll to authorize payment of the following bills as presented:

|  |          |
|--|----------|
| Advanced Disposal (April 2016)           | \$ 58.34 |
| Amazon.com                               | 107.94   |
| Amazon.com                               | 327.75   |
| Amazon.com                               | 49.90    |
| Amazon.com                               | 67.98    |
| Reimbursement – Mileage (Breanna Speth)  | 163.08   |
| Spectrum Business (04/26/15 to 05/25/16) | 106.44   |

|   |                 |
|---|-----------------|
| Spectrum Business (05/01/16 to 05/31/16)          | 42.38           |
| Frontier  | .29             |
| Gene Michael Productions Inc.                     | 300.00          |
| Reimbursement – Lunch & Gift Certificate (VIDCOM) | 92.94           |
| Reimbursement – Hotel (VIDCOM)                    | 147.70          |
| Reimbursement – Hotel (VIDCOM)                    | 152.71          |
| We Energies (04/08/16 to 05/06/16)                | 11.18           |
| VIDCOM, LLC (Invoices 377 & 381)                  | <u>5,440.00</u> |

**Total**                    **\$7,068.63**

**Motion carried**

**FINANCIAL REPORT**

**CTV16-026** Motion by Nystrom, second by Gentz to receive and place on file the financial report for the period of January 1, 2016 through April 30, 2016.

**Motion carried**

**RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Introduction of new Public Access Coordinator

Next meeting is scheduled for June 27, 2016 at 5:00 p.m.

Motion by Markwardt, second by Gerl to adjourn at 5:49 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

# Public Access Coordinator's Report

Cable TV Committee Meeting 05/23/16

## **New Shows, May 16, 2016 (Since 04/18/16): for MCTV 98**

- Peace Officer Memorial Day
- Marshfield: Past Present Future exhibit (filmed by Don Schnitzler)
- Dairyfest Preview 2016
- Chestnut Center for the Arts Update 5/11
- Convention & Visitors Bureau Update 5/11
- Paws for Brittany 2016
- Wood County Social Services – an Overview
- Insight: Ask the Mayor 5/6
- Marshfield Area Pet Shelter Featured Pet: Mason
- “Your Downtown”: Jeweler’s Palette
- Marshfield Parks & Recreation Summer Programming Preview
- Writers & Readers of Central WI- Episode 4, featuring “Carrie Lippert”
- Marshfield Area Pet Shelter Update 5/5
- “This Place Matters” Historic Preservation Month presentation
- Leader Dogs for the Blind Program
- Emerald Ash Borer Update
- Soo Line Steam Locomotive 2442
- Chat with the Chief – Police Chief Rick Gramza 5/2
- Trinity Lutheran School Musical (footage submitted by Trinity volunteers)
- “What is Islam? Who are the Muslims?” (footage submitted by ISCW)
- Writers & Readers of Central WI- Episode 3 “Mother Daughter Book Club”
- New Visions Gallery Exhibit: Wabi-Sabi
- Working & Wellness – Episode 3 “Stress”
- Tiger TV: Episode 14 “Reality Store”
- Cooking with Ruth: Episode 80 “Mixed Nut Bars”
- Cooking with Ruth: Episode 81 “No-Peek Beef Stew”

## **PSA’s**

- Downtown Marshfield Wine Walk (Leadership Marshfield group)

## **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)

## **Mary Asplin**

- Lights, Camera, Polka (weekly)

## **River Cities Community Access**

- MSTC Board of Directors April 2016

## **Other**

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

## ***Personnel***

Vidcom LLC is in the process of being purchased by Tri-Media, LLC owner Branden Bodendorfer.

Breanna Speth continues in her role as Interim/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 May 16, we have 407 Likes on Facebook. (Up from 372 on April 18.)

Our most popular post during the period from April 18 – May 16 was a video posted from the WCM conference of Breanna accepting the late Dan Kummer’s Hall of Fame Award. This post reached 5,400 people and had an engagement rating of 721 post clicks and 337 engagements (comments/likes/shares).

Other popular posts included a photo of Brett, Breanna, and Carrie Lippert with a WCM award (746 reach), Writers & Readers Episode 4 (439), and the School Board Meeting video (653).

We have been posting more “organic” videos (straight from phone) and “teaser” updates to Facebook and Twitter. These seem to garner interest in the full video (which is posted later).

### ***YouTube Channel Update***

55 Subscribers, 18,417 Views (as of May 16 at 1:20pm) (Up from last month’s 50 subscribers • 16,360 views)

A snapshot of some recent popular programs:

Dairyfest Preview 2016 (100 views in just 3 days)

Marshfield School Board Meeting (153 views in just 4 days)

“Your Downtown” (71 views in just 6 days)

Leader Dogs for the Blind (86 views)

Soo Line Steam Locomotive (128 views)

### ***Google Analytics (Online Activity)***

The full report is included in the attachments.

### ***WCM Update***

Brett and Breanna attended the Best of the Midwest Media Fest from April 27-29 in Madison. Please see attachments for a report about what we learned and the highlights.

### ***MediaFire***

Wisconsin Community Media has an online video-sharing 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. 80

Cooking with Ruth: Ep. 81

### ***MGTV Update***

A lot of long meetings this month- Kudos to the camera crew for hanging in there!

### ***Equipment Update***

Our new equipment is here. The studio at MCTV is completely switched over to HD. The cameras from MCTV will be moved to MGTV (Council Chambers) soon.

### ***Thanks, Carrie Lippert!***

Carrie was home for a week and hosted 7 programs for us! Thank you, Carrie! She will be back in July to host again.

### ***Hosts***

We need more program hosts! If you know of anyone, please let Breanna know.

### ***Dairyfest Preparation***

We are in the process of getting ready for Dairyfest. The parade will be broadcast live using a new setup this year. Hosts will be Jeff Cannon and Karen Rau. Camera operators will be Dana Speth and John Beck.

### ***Strategic Planning***

No Updates

### ***New Community Producers***

Dorothy Flees (Columbus Schools Staff)

## **Correspondence/Publicity**

- Spring Conference recap
- WCM Newsletter