

**CABLE TV COMMITTEE MEETING MINUTES
NOVEMBER 23, 2015**

The meeting was called to order by Chairperson Nystrom at 5:06 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 and Deputy Clerk Panzer

EXCUSED: Jeremy Lenzo

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV15-047 Motion by Gerl, second by Markwardt to approve the minutes of the October 26, 2015 meeting as submitted.

Motion carried

CORRESPONDENCE

Quarterly franchise fee payment in the amount of \$60,151.81 was received.

Speth shared a page from the program from “The God Committee” play which thanked Marshfield Community Television.

Speth also shared a page from the program for the Central Chamber Chorale which recognized her for her support of the Central Chamber Chorale’s twice-a-year concert series.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Speth announced that Vidcom worked with ODC and hired a new MGTV camera operator.

Speth reported that MCTV has 290 likes on Facebook. The most popular post was when the Kodiak bears’ names were announced and their filming. She also posted a video on her phone which was published and it reached 1300 people. There has been an increase in activity on our website and You Tube pages.

Chairperson Nystrom mentioned that Marshfield Clinic’s 100th Anniversary is coming up the middle of October of next year and he asked that MCTV be included in on the events.

CTV15-048 Motion by Gerl, second by Markwardt to receive and place on file the Public Access Coordinator's Report.

Motion carried

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

Speth and Butler have been looking at cameras. They’ve done a lot of research on what models would be good that are user friendly and fit our budget and they have narrowed it down to two cameras.

Butler explained that they would like a camera that a beginner community producer could take out into the field and use that is easier to handle and more user friendly than the ones we have now.

The two cameras that they are looking at are the Canon XA30 and the Panasonic AG-AC130A. He explained the pros and cons of both models.

There is a \$500 price differential between the two.

Speth will email the camera model information for the two cameras to the Cable TV Committee members prior to the next meeting.

Gerl suggested that we start looking at what we may need to do if City Hall moves from its current location.

BILLS

The bill query report was reviewed.

CTV15-049 Motion by Siasoco, second by Daniels to authorize payment of the following bills as presented:

Spectrum Business (10/26/15 to 11/25/15)	\$ 20.75
Spectrum Business (11/01/15 to 11/30/15)	279.86
Granicus (Invoice 70269)	600.00
Quill (Invoices 8681300 & 9187575)	98.68
Breanna Speth (Reimbursement)	23.17
VIDCOM, LLC (Reimbursement)	4.99
We Energies	9.90
Wisconsin Community Media	55.00
VIDCOM, LLC (Invoices 349 & 352)	<u>5,440.00</u>

Total **\$6,532.35**

Motion carried

FINANCIAL REPORT

CTV15-050 Motion by Gerl, second by Siasoco to receive and place on file the financial report for the period of January 1, 2015 through October 31, 2015.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Update on status of City Hall move

Next meeting is scheduled for December 28, 2015 at 5:00 p.m. Chairperson Nystrom asked the Cable TV members to look at their calendar for the holidays and let Deputy Clerk Panzer know if they won't be able to attend the December 28th meeting.

CTV15-051 Motion by Markwardt, second by Daniels to authorize the Chairman and Vice Chairman to approve the bills in the event that the Cable TV Committee is unable to meet in December.

Motion carried

Motion by Markwardt, second by Gerl to adjourn at 5:38 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 11/23/15

New Shows, November , 2015 (Since 10/20/15): for MCTV 98

- Hill 875 Veterans Day Special Program
- New Visions: Shelter & Love Exhibit
- Arrival of Timber Wolves at Wildwood Zoo
- Writers & Readers of Central WI: Episode 1
- Insight: Ask the Mayor
- Insight: Wood County Sheriff
- MCTV Promo Video
- Wisconsin State Budget: The Good, The Bad, & The Ugly
- Adler Kodiak Bear Exhibit Grand Opening & Ribbon Cutting
- Chat with the Chief: Fire & Rescue 10/26
- UW-M/WC Campus Community Players "The God Committee" Preview
- New Visions Gallery Exhibit Preview
- Shirley's House of Hope Iron Chef
- MACCI: Affordable Care Act Update
- MACCI: Workforce Development
- In-Depth Look at Kodiak Bear Exhibit

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 Oct 2015
- Wood County Board of Supervisors Meeting – Oct 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 began her position as full time administrative assistant/PR representative on October 5 and has been doing a fantastic job!

Working with Opportunity Development Center (ODC) Vidcom has hired a new MGTV camera operator. His name is Wayne and he filmed his first meeting on November 10. We think he will be a great addition!

Publicity/Updates

Social Media Update - FACEBOOK

As of November 16, we have Likes on Facebook. (Up from on October 19.)

Our most popular post during the period from September 17- October was XXX reaching 669 people.

YouTube Channel Update

28 Subscribers, 7,840 Views (as of 1/16/15 at 3:20pm) (Up from last month's 22 subscribers • 6,021 views)

A snapshot of some recent popular programs:

[An In-Depth Look at the JP Adler Kodiak Bear Exhibit](#) – 178 Views

[Arrival of Timber Wolves at Wildwood Zoo in Marshfield, WI \(HD\)](#) – 312 Views

[UW-M/WC Campus Community Players "The God Committee" Preview](#) – 104 Views

[Hardacre Park Dedication Ceremony - October 15, 2015](#) – 160 Views

[NO MORE Campaign - Wood County](#) – 342 Views

[Adler Kodiak Bear Exhibit Grand Opening & Ribbon Cutting \(HD\)](#) – 71 Views

Google Analytics (Online Activity)

The full report is included in the attachments. Online activity is up significantly. We attribute this to our plethora of new programming and better marketing of these programs.

WCM Update

Breanna attended a phone Board meeting on November 11. There was some discussion on the Charter/Time Warner merger, and on the Electronic Programming Guide. Most WCM members are dissatisfied with their cable providers, and the WCM submitted comments to the FCC about this sentiment.

The “Best of the Midwest MediaFest” entry deadline is January 14 and we plan to submit a few videos.

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 have four programs currently uploaded, including:

Depression & Suicide Episode 1 (70 Downloads)

PSA for Depression & Suicide Series (38 Downloads)

Jurustic Park Tour (66 Downloads)

WI Budget Update (6 Downloads) (Note: Was only added on November 13)

Fiber/Phones

Fiber is installed. Phase II (installation of the VoIP phones) is completed. Phase III (Hooking up our computers to the fiber network) will begin soon (we hope!). Our new phones are working and we are very happy with them so far.

Charter Outage

Channels 989 and 990 were down on November 11 and 12. Dwayne (our Charter contact) said that it was a power supply failure in some of their equipment. There was no issues on our end. The issue was resolved by Charter by 5pm on November 12.

Holiday Parade Coverage

Holiday parade was filmed with two cameras on November 19.

Altrusa Club

A new group that we are working with – Altrusa- filmed an in-studio program on November 17. Thanks for hosting, Dean!

New Show

Our newest series is called “Writers and Readers of Central WI” and is a program dedicated to exploring the stories of Central Wisconsin's writers, readers and everything in between. Host is Lisa Boero, a local attorney and author. The series has its own Facebook page where viewers can join the conversation:
www.facebook.com/WRCentWis

MACCI

Don Nystrom filmed two programs for MACCI, including a “Workforce Update” and “Affordable Care Act” Update. Thanks, Don!

MGTV

Budget Meetings are done! There were a lot of meetings in October, but things will slow down now a little bit with the holidays.

Veterans Day

Jim Daniels submitted a really cool program on his time in Vietnam. Thanks, Jim!

In the Works

Several programs are in the works, including: Upham Christmas Decorations, Madrigal Singers, “How to Run for Public Office,” Legislative Update with Kulp/Spiros, and Rotary Lights.

New Community Producer

-Eddie Antoniewicz (Iron Chef)

Correspondence/Publicity

- “The God Committee” Program
- Central Chamber Chorale Program
- Another great shout-out from Mayor Chris Meyer on latest Insight program 11/6/15
- Mention in MACCI weekly e-mail updates with links to programs
- Tiger TV is included in School District of Marshfield newsletter

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.

Financial Management

- Reserve Balance: Review with staff, committee, and finance director (June/July)
 - *This is not started yet.*

Communications

- Promo Video: Develop promo video for home page of website and other PR uses (Goal, fall 2015)

Human Resources

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