

**CABLE TV COMMITTEE MEETING MINUTES
OCTOBER 24, 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, Ed Gerl, Alderperson Earll, Dean Markwardt, Don Nystrom and April Gentz (arrived at 5:01 p.m.)

ALSO PRESENT: Acting Coordinator & Production Manager Breanna Speth, Brett Butler, Deputy Clerk Panzer and Public Access Coordinator Branden Bodendorfer (via cell phone 5:00-5:35 p.m.)

EXCUSED: Senen Siasoco

PUBLIC COMMENTS

April Gentz arrived at 5:01 p.m.

Public Access Coordinator Bodendorfer said we haven't purchased a lot of equipment this year and within the last week we have had about \$3,000-\$4,000 worth of equipment that has started to fail or has failed. We are waiting to see how our budget gets approved so we can exercise some of those capital purchases that we discussed and those items include audio equipment and Breanna's main computer.

Vice Chairperson Nystrom moved agenda item #7, Review suggested amendments to Cable Access Coordinator Contract, up on the agenda to accommodate Public Access Coordinator Bodendorfer who was traveling.

REVIEW SUGGESTED AMENDMENTS TO CABLE ACCESS COORDINATOR CONTRACT

Public Access Coordinator Bodendorfer said he met with City Administrator Barg since the last meeting and we came to the conclusion that we don't want anybody to feel like we are having to rush through putting together some type of RFP and kind of get ourselves backed into a corner about what we were going to do, so we discussed what the options would be of extending the current contract, so that we would be able to go through the process of redoing the contract so it would make sense when we request an RFP or request for bids.

Discussion was held as to whether or not the hourly staff rates could be increased legally if the contract is extended.

Alderperson Earll recommended that someone be present at the next Budget meeting to represent the Cable TV Committee and answer questions from the Common Council.

CTV16-045 Motion by Gerl, second by Daniels to hold over the review of suggested amendments to the Cable Access Coordinator Contract until the next meeting.

Motion carried

APPROVAL OF MEETING MINUTES

CTV16-046 Motion by Gerl, second by Gentz to approve the minutes of the September 26, 2016 meeting as submitted.

Motion carried

CORRESPONDENCE

Speth shared an email that she received from Parks & Recreation Director Casperson regarding the pool study meetings. Public Access Coordinator Bodendorfer will be meeting with City Administrator Barg regarding this matter.

Speth also shared Main Street Marshfield's Downtown Update which thanked MCTV for making their videos possible.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Butler reported that the Nexus system has been updated with our only backup, because the government station went down. We are running without a backup now.

CTV16-047 Motion by Daniels, second by Gerl to receive and place on file the Public Access Coordinator's Report.

Motion carried

REVIEW OF EDITING SUITE USAGE POLICY

The proposed editing suite usage policy was reviewed and discussed. Committee members suggested making a few changes to the proposed policy. Speth will make recommended changes and bring the policy back to the next meeting for further review.

BILLS

The bill query report was reviewed.

CTV16-048 Motion by Gerl, second by Earll to authorize payment of the following bills as presented:

Advanced Disposal (September)	\$	58.34
Amazon.com		29.22
Breanna Speth (Reimbursement)		93.96
Spectrum Business (10/01/16 to 10/31/16)		99.11
Spectrum Business (09/26/16 to 10/25/16)		106.44
Telephone – City Hall		1.89
Granicus		600.00
Media Distributors		206.12
Mueller Publishing Inc.		248.00
Walmart		30.58
We Energies		9.90
Tri-Media (Invoices 1246, 1284 & 1330)		<u>5,880.00</u>

Total **\$7,363.56**

Motion carried

FINANCIAL REPORT

CTV16-049 Motion by Gentz, second by Markwardt to receive and place on file the financial report for the period of January 1, 2016 through September 30, 2016.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Review of Editing Suite Usage Policy
- Review suggested amendments to Cable Access Coordinator Contract
- Update on budget meeting

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

Motion by Gerl, second by Daniels to adjourn at 5:55 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 10/24/16

PROGRAMMING UPDATE

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

HYPERLINK "https://www.youtube.com/channel/UC03I-m9S_ZjduXjuIvczM5Q"
https://www.youtube.com/channel/UC03I-m9S_ZjduXjuIvczM5Q

For a full archive of government programming, please visit:

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

NEW PROGRAMS

- Meet with Al Labelle from DAV (Disabled American Veterans) and he has interest in doing a program
- Marshfield Area Coalition for Youth (MACY) has interest in doing a program

COMMUNITY PRODUCER SUBMITTED WORK

- Dana Speth: Christ Lutheran Worship, New Visions Gallery
- John Beck: Immanuel Lutheran Worship
- Mary Asplin: Lights, Camera, Polka!
- Don Schnitzler: A Star is Born- Adler Family History

OTHER SUBMITTED PROGRAMMING

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

SOCIAL MEDIA UPDATE - FACEBOOK

- We did not use Facebook Live much this month as we were borrowing equipment from Tri-Media. The one live post this month, Munsey & Boda (Kodiak Bears at Zoo) Wait for Breakfast, reached 3,500 people.
- Other popular posts included:
 - Photo post teasing our program on Emerald Ash Borer
 - Community Calendar slide posts for various events (HART, Columbus High School)
- As of October 17, we have 490 Likes on Facebook. That is a 62% increase YTD (303).
- We had 768 post engagements in the last 28 days (This is down, likely because of decline in live streaming.)

YOUTUBE CHANNEL UPDATE

93 Subscribers, 36,156 Views (as of October 17, 2016)

(322% subscriber increase, 500% view increase from one year ago)

(22,6021 in October 2015)

GOOGLE ANALYTICS (ONLINE ACTIVITY) SUMMARY

We had 1,406 sessions last month, with 1,163 users and 2,288 page views.

FALL WCM WORKSHOP

Branden, Breanna, and Brett attended the Wisconsin Community Media Fall Workshop in Eau Claire on October 12. The theme this year was "framing." (See attachment.) We heard from Emmy winner Steve Betchkal, State Senator Kathleen Vinehout, and photography expert Tom Loucks.

ELECTION COVERAGE

Our election coverage, in partnership with MACCI, included interviews with Mary Hoeft, Rep. Bob Kulp, Rep John Spiros, and Nancy Stencil. We also produced a "Voter Information" program with City Clerk Deb Hall and a program on the School District referendum.