

**CABLE TV COMMITTEE MEETING MINUTES  
OCTOBER 26, 2015**

The meeting was called to order by Chairperson Nystrom at 5:03 p.m. in Room 108 of City Hall Plaza.

**PRESENT:** Jim Daniels, Ed Gerl, Jeremy Lenzo and Don Nystrom

**ALSO PRESENT:** Assistant Coordinator & Production Manager Breanna Speth and Deputy Clerk Panzer

**EXCUSED:** Dean Markwardt, Senen Siasoco and Alderperson Earll

Don Nystrom welcomed Jeremy Lenzo to the Cable TV Committee.

**PUBLIC COMMENTS**

None.

**APPROVAL OF MEETING MINUTES**

**CTV15-043** Motion by Gerl, second by Daniels to approve the minutes of the September 28, 2015 meeting as submitted.

**Motion carried**

**CORRESPONDENCE**

Speth shared Marshfield Area United Way's community links and resources in the Marshfield area. Marshfield Community TV's webpage link is on Marshfield Area United Way's website community links page.

Speth received an email from Karen Isaacson, Member Services Director of MACCI regarding the Hardacre dedication video.

Speth received a thank you card from Debbie Bauer on behalf of MACCI and its Leadership Marshfield Quality of Life day.

**CAPITAL EQUIPMENT LIST FOLLOW UP**

There were no updates.

**PUBLIC ACCESS COORDINATOR'S REPORT**

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

Speth shared a poster that she made for the Hardacre Park dedication.

Facebook Likes and YouTube views are up from last month.

The Google Analytics online activity was down on our website. Activity has begun to increase again.

Speth mentioned that she was featured in the Hub City Times.

**CTV15-044** Motion by Gerl, second by Lenzo to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

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

The Promo Video is completed. It was emailed to the Cable TV Committee members for review. Speth received a few suggestions. She would like to start using it as a short promo video on the station, have it featured on our website, and on Facebook.

Gerl suggested having the Promo Video come up automatically when people open our webpage.

### **BILLS**

The bill query report was reviewed.

**CTV15-045** Motion by Daniels, second by Lenzo to authorize payment of the following bills as presented:

Spectrum Business (09/26/15 to 10/25/15)	\$ 19.92
Spectrum Business (10/01/15 to 10/31/15)	279.17
Granicus (Invoice 69128)	600.00
Media Distributors	205.43
Quill	46.18
We Energies	10.56
Advanced Disposal	58.34
VIDCOM, LLC (Reimbursement)	22.97
VIDCOM, LLC (Reimbursement)	233.76
VIDCOM, LLC (Reimbursement)	73.66
VIDCOM, LLC (Invoices 345 & 347)	<u>5,440.00</u>

**Total** **\$6,989.99**

**Motion carried**

### **FINANCIAL REPORT**

**CTV15-046** Motion by Gerl, second by Daniels to receive and place on file the financial report for the period of January 1, 2015 through September 30, 2015.

**Motion carried**

### **RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Community Public Access Commercial Property Lease

Next meeting is scheduled for November 23, 2015 at 5:00 p.m.

Motion by Gerl, second by Lenzo to adjourn at 5:34 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

# Public Access Coordinator's Report

Cable TV Committee Meeting 10/26/15

## **New Shows, October 20, 2015 (Since 9/17/15): for MCTV 98**

- Hardacre Park Dedication Ceremony
- 7<sup>th</sup> Annual Marshfield Iron Chef PSA
- Shirley's House of Hope – 5K PSA
- Cooking with Ruth: Episode 63 “Gary's Mom's Peach Pie”
- Cooking with Ruth: Episode 64 “Live from Maple Fall Fest”
- City Watch Event at Chestnut Center
- NO MORE Campaign PSA
- Insight: Ask the Mayor
- Insight: Wood County Sheriff
- Chat with the Chief PD 9/24
- Marshfield Fire & Rescue: Remembering Our Own
- Marshfield Area Pet Shelter Dinner
- Chat with the Chief FD 9/21
- Rotary Club Honors Silvermans
- Marilyn Hardacre Tribute Video
- Cooking with Ruth: Episode 65 “Homemade Dog Treats”
- Leadership Marshfield Visits MCTV
- Cooking with Ruth: Episode 66 “No-Bake cookies”

## **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

## **John Beck**

- Immanuel Lutheran Worship Service (weekly)

## **Dana Speth**

- Christ Lutheran Church Worship Service (Weekly)

## **River Cities Community Access**

- MSTC Board of Directors Aug 2015
- Wood County Board of Supervisors Meeting – Aug 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.

Shirley Gebert resigned her position as full time administrative assistant/PR representative. Her last day was September 15, 2015.

Stephanie Wienke began her position as full time administrative assistant/PR representative on October 5.

## **Publicity/Updates**

### ***Social Media Update - FACEBOOK***

As of October 19, we have 279 Likes on Facebook. (Up from 271 on August 11.)

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

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

22 Subscribers, 6,021 Views (as of 10/19/15 at 11:20am) (Up from last month's 17 subscribers • 3,699 views)

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

The full report is included in the attachments. It shows the sessions from Sep 19, 2015 - Oct 18, 2015, Aug 20, 2015 - Sep 18, 2015. Activity is down on our website, largely due to Shirley's absence and fewer updates. Since Stephanie was hired, activity has begun to increase. Also, the Hardacre tribute appears to have spiked visitation.

### ***WCM Update***

The WCM Fall Conference will have taken place by the time you read this report. We have been preparing for that. Breanna is a speaker at one of the workshops.

### ***Hardacre Park Program***

Our video tribute to Marilyn Hardacre and coverage of the ribbon cutting event went very well. More than 200 VIP's were in attendance for the megascreen viewing of the video on October 15. We also received a complimentary advertisement on the program (with prime location inside the back cover). We have had an increase in web traffic since this event- great PR for the station. We were filming on-site that evening and put together a recap montage with ribbon cutting footage.

### ***United Way Meetings***

We met with Ashley Winch from the Marshfield Area United Way about some program ideas. We are also now included on their Community Links webpage.

### ***Leadership Marshfield***

Again this year (4<sup>th</sup> time), we were included in Leadership Marshfield's Quality of Life scavenger hunt day. We had five groups film short PSA's and get a tour of the station.

### ***Fiber***

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.

### ***ODC***

We have been working with Opportunity Development Center to hire a new camera operator at City Hall. We have given tours to Project SEARCH students and others in ODC programs.

### ***PDC Videos***

Working with the Personal Development Center, we finished a video for October's Domestic Violence Awareness Month.

### ***Rotary***

We filmed a Noon Rotary special meeting honoring the Silvermans. Here we networked with area business professionals.

### ***DAV***

We met with Al Labelle with Disabled American Veterans about a show idea he has for promoting the new DAV van dedicated in memory of Joseph Altmann

### ***Lots of Meetings***

There will be a lot of Government meetings this month (and there were last month) as there have been a lot of special meetings and there will be budget meetings. We'll be very busy with those!

## **Correspondence**

- Email from MACCI about Hardacre Video
- Email from United Way about Community Links page

## **Strategic Planning Action Item Updates**

### ***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)
  - *We want to show you what we have so far! ☺*

### ***Human Resources***

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