

**CABLE TV COMMITTEE MEETING MINUTES  
SEPTEMBER 26, 2016**

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

**PRESENT:** April Gentz, Ed Gerl, Alderperson Earll, Dean Markwardt, Don Nystrom, Senen Siasoco and Jim Daniels (arrived at 5:13 p.m.)

**ALSO PRESENT:** Acting Coordinator & Production Manager Breanna Speth, Brett Butler, Public Access Coordinator Branden Bodendorfer, City Administrator Barg and Deputy Clerk Panzer

**PUBLIC COMMENTS**

City Administrator Barg spoke in regards to the Cable Access Coordinator's contract. The current agreement ends on March 31, 2017 with an option for up to two additional two year renewals of the agreement. Public Access Coordinator Bodendorfer is suggesting possible changes of the contract. If the proposal changes of the contract are minor in nature or fairly limited the contract could just routinely be extended. If the proposal changes are substantial then an RFP (Request for Proposal) should be done.

The process for an RPF was briefly discussed.

City Administrator Barg suggested allowing 60-90 days to do an RFP. If more time is needed to analyze the changes in the contract an extension with Branden Bodendorfer for another few months beyond March 31, 2017 could perhaps be worked out while the RFP is being put together.

City Administrator Barg left the meeting at 5:10 p.m.

**APPROVAL OF MEETING MINUTES**

**CTV16-041** Motion by Markwardt, second by Nystrom to approve the minutes of the August 22, 2016 meeting as submitted.

**Motion carried**

**CORRESPONDENCE**

None.

**PUBLIC ACCESS COORDINATOR'S REPORT**

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

Jim Daniels arrived at 5:13 p.m.

The proposed non-profit video application was reviewed and discussed.

Bodendorfer believes this process will create more community producers. The projects that MCTV does will now have a small icon that will pop up for 15 seconds every 90 seconds in the corner with MCTV's logo on it as a watermark to give MCTV credit for the projects they do.

Markwardt pointed out that MCTV's Mission is as follows and asked that it be corrected on the application: Allow, maintain and encourage media access for all citizens of the City of Marshfield, Wisconsin area and enhance communication within the community.

**CTV16-042** Motion by Nystrom, second by Gerl to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

**REVIEW AND DISCUSS THE STRATEGIC PLAN AND ACTION STEPS BASED ON MCTV'S GOALS**

Bodendorfer reported that MCTV's staff started working on their planning for the educational programming. They put together a list of the Marshfield School District schools, parochial schools, other educational offerings such as the School of Performing Arts, Marshfield Children's House of Montessori, Driver's Ed Education, the higher educational locations of Mid-State and the UW as well as some of the area schools like Auburndale, Pittsville, Stratford, Spencer, Greenwood, and Granton as well as educational related entities like the education center, UW Extensions office, Library, Marshfield School Forest and Tiny Tigers Child Care. Their goal is to draft a letter that they are going to send out to people who would typically be the person that would be in the communication role at each one of these institutions that they can basically reach out to and start to develop and meet with them to develop different programming ideas for the educational series. Some meetings have already been set up starting in November with these different contacts and they hope to have a good outline ready by November to get the educational channel up and running again.

Bodendorfer explained his plan for replacing the computer equipment in the production studios.

**COORDINATOR CONTRACT RFP**

Public Access Coordinator Bodendorfer mentioned that Chairperson Siasoco, City Administrator Barg and him have met and discussed the Coordinator's contract. He shared some of the changes he would like to see in the contract be able to reach the Cable TV Committee's goals and to have three stable channels. He will email his proposed changes to the Cable TV Committee members to review prior to the next regular Cable TV Committee meeting.

**BILLS**

The bill query report was reviewed.

**CTV16-043** Motion by Gerl, second by Earl to authorize payment of the following bills as presented:

Advanced Disposal (August)	\$ 58.34
Spectrum Business (09/01/16 to 09/30/16)	99.11
Spectrum Business (08/26/16 to 09/25/16)	106.44
Telephone – City Hall (August & September)	.31
Granicus (Invoices 75845 & 79522)	1,200.00
Walmart (Transactions 3395 & 3880)	46.34
We Energies	19.80
Wisconsin Community Media	75.00
Tri-Media (Invoices 1183, 1191, 1215 & 1245)	<u>8,930.00</u>

**Total \$10,535.34**

**Motion carried**

**FINANCIAL REPORT**

**CTV16-044** Motion by Nystrom, second by Gentz to receive and place on file the financial report for the period of January 1, 2016 through August 31, 2016.

**Motion carried**

**RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Review suggested amendments to Coordinator Contract

Next meeting is scheduled for October 24, 2016 at 5:00 p.m.

Motion by Gerl, second by Markwardt to adjourn at 6:29 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

## Public Access Coordinator's Report

Cable TV Committee Meeting 9/26/16

### 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)"  
[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/>

### COMMUNITY PRODUCER SUBMITTED WORK

- Dana Speth: Christ Lutheran Worship, New Visions Gallery
- John Beck: Immanuel Lutheran Worship
- Mary Asplin: Lights, Camera, Polka!
- Scott Peterson: Church Event at Cornerstone
- Don Schnitzler: Purdy School Reunion

### *OTHER SUBMITTED PROGRAMMING*

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

### EDUCATION PROGRAMMING

We have started to plan for the education channel. Upon approval of the budget, we will start developing programming in Nov/Dec.

### NON-PROFIT APPLICATION

We received our first application from a non-profit requesting extensive video assistance (Main Street Marshfield). (See attached for full description.) Application was approved.

### INTERN

Tri-Media hired an intern, Jared Coffren. Jared will be assisting with education programming.

### WOOD COUNTY PROGRAM

We are working with Wisconsin Rapid Community Media to develop a Wood County Program to grow awareness of topics in Wood County.

### *FACEBOOK LIVE*

We have continued to use Facebook Live to air programming, and in doing so have reached 7,000 people.

- Fair Welcome – August 31 – Reached 3,493 people
- Round Barn Re-dedication – August 31 – Reached 1,842 people
- Library Opening – September 6 – Reached 1,756 people.
- Alice in Dairyland – September 15 – Reached 246 people.

### *SOCIAL MEDIA UPDATE - FACEBOOK*

As of September 19, we have 484 Likes on Facebook. That is a 59% increase YTD (303).

Video views on the page have increased 203%.

We have had 1,678 post engagements in the last 28 days.

### *YOUTUBE CHANNEL UPDATE*

32,221 Views (as of September 19) (126% subscriber increase, 18% view increase YTD)