

**CABLE TV COMMITTEE MEETING MINUTES  
APRIL 27, 2015**

The meeting was called to order by Chairperson Holck at 5:06 p.m. in Room 108 of City Hall Plaza.

**PRESENT:** Ed Gerl, George Holck, Shawn Warren, Alderperson Earll and Senen Siasoco

**ALSO PRESENT:** Assistant Coordinator & Production Manager Breanna Speth, Brett Butler, Public Access Coordinator Dan Kummer, Juanita Kummer, City Administrator Barg, Don Nystrom and Deputy Clerk Panzer

**EXCUSED:** Jim Daniels and Dean Markwardt

**PUBLIC COMMENTS**

None.

Chairperson Holck asked what the correspondence from the Marshfield News-Herald was all about. Speth explained that the Marshfield News-Herald used to print the next day's TV schedules each day on their community page and they are no longer printing those now. She spoke to Adam Hocking with Hub City Times and once a week he is going to link to our TV schedule on his website and print it when he can. He is trying to find a business sponsor so that he can print the whole week's schedule in the Buyer's Guide.

**APPROVAL OF MEETING MINUTES**

**CTV15-012** Motion by Gerl, second by Earll to approve the minutes of the March 23, 2015 strategic planning meeting as submitted.

**Motion carried**

**CORRESPONDENCE**

Speth included several correspondences (emails, newspaper articles, thank you notes, etc.) within her Public Access Coordinator's Report and the agenda packet. Butler pointed out that a lot of the feedback that was received was positive.

**UPDATE ON STRATEGIC PLANNING ACTION ITEMS**

Speth included an update in her Public Access Coordinator's Report. (See attached report.)

- Logo: Speth will email a logo design to the Cable TV Committee members for their review.

**MODIFY MISSION STATEMENT**

Current Mission Statement: Allow and maintain video media access for all citizens of the City of Marshfield Wisconsin area and to enhance communication within the community.

Holck read Markwardt's email recommending that the Mission Statement be changed to read as follows: Allow, maintain, and encourage video media access for all citizens of the City of Marshfield Wisconsin area and enhance communication within the community.

Gerl suggested including the surrounding area of Marshfield also to the Mission Statement.

Discussion followed.

It was decided not to include the words “surrounding area” in the mission statement since the word “community” does imply something broader than just the City of Marshfield.

**CTV15-013** Motion by Warren, second by Siasoco to change the mission statement to read as follows: Allow, maintain, and encourage video media access for all citizens of the City of Marshfield Wisconsin area and enhance communication within the community.

**Motion carried**

#### **DISCUSS ORGANIZATIONAL STRUCTURE AND FORM A SUBCOMMITTEE TO DISCUSS THE FUTURE OF MCTV**

Chairperson Holck asked if any of the Cable TV Committee members were interested in volunteering to serve on a subcommittee to meet with VIDCOM to discuss the future of MCTV.

Don Nystrom expressed interest in serving on this subcommittee if his appointment to the Cable TV Committee is approved by the Common Council.

**CTV15-014** Motion by Gerl, second by Siasoco to postpone discussion of the organizational structure and formation of a subcommittee to discuss the future of MCTV until the next Cable TV meeting.

**Motion carried**

#### **DISCUSS PAYING CABLE COMMITTEE MEMBERS TO OPERATE CAMERA**

Chairperson Holck mentioned that due to the unique situation that we are in some of the Cable TV Committee members have been helping out with operating cameras occasionally when we can't get volunteers and he would like to see that they get paid for doing this.

**CTV15-015** Motion by Warren, second by Earll to allow VIDCOM to pay any Cable TV Committee member that graciously helps out to operate the cameras at events.

**Motion carried**

City Administrator Barg left the meeting at 5:27 p.m.

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

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

Speth mentioned that MCTV received a lot of positive publicity. Brett and her met with Tom Loucks in Wisconsin Rapids and it was a good visit.

We have a lot of new community producers. We won a lot of awards for the WCM. Brett and her will be going to Milwaukee later this week for the conference.

Dan Kummer announced that Breanna will be on the WCM Board.

**CTV15-016** Motion by Gerl, second by Earll to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

## **BILLS**

The bill query report was reviewed.

**CTV15-017** Motion by Siasoco, second by Warren to authorize payment of the following bills as presented:

Advanced Disposal	\$ 58.34
B&H	33.00
Charter Business (4/01/15 to 04/30/15)	264.27
Charter Business	15.22
Media Distributors	209.51
Per Mar Security Services	79.94
Quill	93.70
(Invoices 2380586, 2386836, 2452673, 2452674 & 2765226)	
Stratford Sign Company, LLC	806.25
We Energies	7.06
Wisconsin Community Media	37.00
Wisconsin Community Media	450.00
VIDCOM, LLC (Danny K's Pub)	25.00
VIDCOM, LLC (Invoices 321 & 324)	<u>5,440.00</u>

**Total                    \$7,519.29**

**Motion carried**

## **FINANCIAL REPORTS**

**CTV15-018** Motion by Warren, second by Gerl to receive and place on file post-closing financial report for the period of January 1, 2014 through December 31, 2014, the balance sheet financial statement for January 31, 2015, the financial report for the period of January 1, 2015 through February 28, 2015, the audited financial report for the period of January 1, 2014 through December 31, 2014 and the financial report for the period of January 1, 2015 through March 31, 2015.

**Motion carried**

## **SET MAY MEETING DATE**

The regular meeting night in May falls on Memorial Day.

**CTV15-019** Motion by Gerl, second by Siasoco to skip the May regular meeting and to schedule the next meeting date for Monday, June 22, 2015.

**Motion carried**

## **RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Welcome new Cable TV Committee member Don Nystrom
- Election of Chairperson and Vice Chairperson
- Set meeting date and time

The next regular meeting is scheduled for Monday, June 22, 2015 at 5:00 p.m. and will be held at City Hall.

Chairperson Holck thanked City Administrator Barg, Deputy Clerk Panzer, Cable TV Committee members and MCTV staff for their help during his time served on the Cable TV Committee.

Motion by Gerl, second by Siasoco to adjourn at 5:43 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

# Public Access Coordinator's Report

Cable TV Committee Meeting 4/27/15

## New Shows, 2015 (Since 2/16/15): for MCTV 98

School Board 2/11/15	School Board	1:36:07
Sister Cities	Sister Cities Host: Dean Marquardt	42:50
Chad Lewis Crop Circles	Chad Lewis Crop Circles	36:20
Todd Berry	Todd Berry	47:32
Inside City Hall Building Services	Inside City Hall Building Services w/ Dick Pokorny	25:47
Inside City Hall Tom Turchi Engineering	Inside City Hall Engineering w/ Tom Turchi	21:46
Inside City Hall Finance	Inside City Hall Finance w/ Keith Strey	27:55
Inside City Hall Library	Inside City Hall Library	26:53
Council Preview 2/24/15	Council Preview 2/24/15	26:48
Inside City Hall Street Dept.	Inside City Hall City Street Dept w/ Mike Winch	24:47
Inside City Hall Mfld Utility	Inside City Hall Mfld Utility w/ Bob Trussoni	27:47
Inside City Hall I.T. Dept	Inside City Hall I.T. Dept. W/ Eng Ng	15:48
Inside City Hall Wastewater	Inside City Hall Wastewater w/ Sam Warp and Mark Kivela	26:21
Soups or Socks	Soup or Socks w/ Cheryl Hartl and Todd Diedrich	29:27
Around the World W/CCHS	Around the World with CCHS Slovakia, Poland	57:52
Chat with Chief 2/19/15	Chat with the Chief W/ Rick Gramza	30:19
Cooking With Ruth: Episode 49	Cooking With Ruth Ep. 49 Santa Fe Soup	11:05
Ellie Kummer Signs with Cardinal Stritch	Ellie Kummer Signs with Cardinal Stritch University	6:26
Insight Wood County Sherriff	Insight with the Sheriff Randall Dorhorst	51:37
Colby Variety Show	Colby Variety Show	1:22:28
Shirley's House of Hope	Shirley's House of Hope Campaign Update	29:24
Chestnut Art Exhibit	Chestnut Art Exhibit W/ Jean Lukens	11:01
Tiger Talk W/ Dr. Dee Wells	Tiger Talk: 6th Grade Leadership Academy	24;20
Inside City Hall Airport	Inside City Hall Airport W/ Jeff Gaier	24:33
Emerging Talents New Visions	New Visions Emerging Talents Show	1:00:16
Char Smith 6th District Candidate	Char Smith 6th District Canidate	15:20
Rich Reinart 6th District Candidate	Rich Reinart 6th District Canidate	10:53
Tom Buttke School Board Candidate	School Board Candidate Tom Buttke	15:01
Marlene Stueland School Board Candidate	School Board Candidate Marlene Stueland	31:11
Civil Rights Reflection	Civil Rights Reflection W/ Janet Wolfe	38:11
Mark Critelli School Board Candidate	School Board Candidate Mark Critelli	19:46
Council Preview 3/10/15	Council Preview 3/10/15 Meeting	27:33
Alanna Feddick 2nd District Candidate	Alanna Feddick 2nd District Candidate	18:20
Mary Carney School Board Candidate	School Board Candidate Mary Carney	13:32
Civility Project Part 3	Civility Project #3 K-12 Education Forum	2:02:48
Insight Ask the Mayor March	Insight with the Mayor March 2015	55:20
Frances Bohon School Board Candidate	School Board Candidate Frances Bohon	18:38
Steven Okonek School Board Candidate	School Board Candidate Steven Okonek	8:47
Civic Participation Series		1:13:03

Fairgrounds Commision	About Fairgrounds Commision W/ Tom Buttke & Mike Feirer Carrie Lippert: Host	27:41
Central Wi Fairgrounds Assoc.	Central Wi Fairgrounds Association W/ Adam Fischer	23:28
Inside City Hall Public Works	Inside City Hall Public Works W/ Dan Knoeck	19:42
Inside City Hall Municipal Court	Inside City Hall Municipal Court W/ Judge Kruse	21:29
Inside City Hall Parks and Recreation	Inside City Hall Parks and Recreation W/Kelly Cassidy and Ben Steinbach	26:15
Cooking With Ruth Episode 50	Cooking with Ruth Episode 50 Pad Thai	17:14
School Board 3/11/15	School Board Meeting March 11, 2015	1:13:33
Timeless Tales 2015		1:47:02
Council Preview 3/24/15	Council Preview 3/24/15	27:42
Frances Bohon School Board Candidate Fixed	School Board Candidate Frances Bohon Fixed	18:38
School Board Candidate Forum	School Board Candidate Forum	1:26:19
Inside City Hall Zoning Administration	Inside City Hall Zoning Administration W/ Sam Schroeder	22:47
Tiger Talk Episode 2	Tiger Talk: Career Technology Education	55:46
Answers With Ordinance	Answers with Ordinance W/ Karen Randt and Animal Control	40:26
Leadership Marshfield	Leadership Marshfield NOW project	13:54
Inside City Hall GIS	Inside City Hall GIS W/ David Buehler	17:50
Cooking With Ruth Ep. 51	Cooking with Ruth Ep. 51 Cheesy Hashbrowns	18:34
MACCI Agr-ibusiness	MACCI Agri-business	1:09:56
NOW Group redo		
Joint Hearing Session	Joint Hearing Session W/ John Spiros and Bob Kulp	1:30:03
Silver Laces Show	Silver Laces "Vegas"	56:03
Insight Wood County Sheriff	Insight with Wood County Sheriff 3/27/15	55:30
Vets Memorial		
Cooking With Ruth Ep. 52	Cooking with Ruth Ep. 52 Gluten Bars	17:11
Central Chamber Chorale 2015	Central Chamber Chorale 2015 at Christ Lutheran Church	1:16:00
Leadership Marshfield Right 2 Play 4 All	Leadership Marshfield Right 2 Play 4 All	13:00
Chat with the Chief : Fire Dept	4-6-15	29:43
Council Preview of April 14 Meeting	4-8-15	28:52
Chat with the Chief : Police Dept	4-8-15	27:56
Tiger Talk: Episode 3	School Forest with Mark Zee 4-8-15	24:27
Direct Primary Care with Dr. Funk	4-14-15 Shirley Gebert Host	28:27
Insight: Ask the Mayor	4-3-15 Jeff Cannon Host	52:18
Marshfield School Board Meeting: Part 1	4-10-15	1:20:29
Marshfield School Board Meeting: Part 2	4-10-15	52:18
Paws for Brittany PSA	With Karen Rau, 4-9-15 Event 5/9/15	5:53
Cornerstone Concert PSA	With	
Marshfield Civility Project #4	UW Budget Cuts (at UW) 4-15-15	
MAPS Featured Pet: Punky Brewster	April 9, 2015	
Cub Scout Pack 392 Greeting		
New Visions Gallery PSA	Creative Marshfield Weekend	1:12

### **Channel 991 Meetings**

- Common Council Preview
- 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)

### **River Cities Community Access**

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

Dan's son, Kevin Kummer, began work on September 1 as a liaison between MCTV staff and Dan. He tries to meet with staff once per week. The arrangement is currently being re-evaluated by Vidcom.

Vidcom (Dan, Juanita, Kevin) met with MCTV/Vidcom Staff (Breanna, Brett, Shirley) on April 20 to touch base face-to-face and reaffirm commitment to the future of the contract and station.

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 is working full time as our administrative assistant/PR representative. She has also hosting more programs and operating camera when needed.

Susan Speth is filling in as administrative assistant when Shirley is unable to be here.

## **Publicity**

### ***Article on "Inside City Hall" series in Hub City Times***

Adam Hocking, Editor of Hub City Times, interviewed Breanna and Brett about the "Inside City Hall" Series. The article was published in the March 6 edition.

### ***Mention from the Mayor***

<http://marshfieldtv.pegcentral.com/player.php?video=f6cdcaf675e56ec8a52997e0cf08a631>

Mayor Chris Meyer gave a shout-out to MCTV on the March 6 episode of "Insight: Ask the Mayor" on WDLB Radio. He mentioned the "Inside City Hall" series and the great work that MCTV is doing. (I've attached an .MP3 if you're interested. It's called Publicity\_Insight\_03-06-2015.mp3)

### ***Library Poster***

At a request from last meeting, we made a poster to advertise “Inside City Hall” at the Marshfield Public Library

### ***Empty Bowls***

We did a PSA for Empty Bowls and they listed us in the “thank-you” section of the sheets they had on each table as a centerpiece.

### ***Marshfield Utilities Homepage***

One “Inside City Hall” program (the MUT one) was featured on the homepage of MarshfieldUtilities.com

### ***MACCI Perspectives***

Brett and Breanna were given a “kudos!” in MACCI's latest monthly newsletter.

### ***Article on Janet Wolfe in Marshfield News-Herald***

Don Nystrom interviewed Janet Wolfe (who was present at and reflected on the Civil Rights Movement) and Breanna did a write-up for the Marshfield News-Herald. The article was published on March 9.

## **Correspondence**

See attachments.

## **Other Updates**

### ***Trip to Wisconsin Rapids***

See attached report.

### ***Columbus Exchange Program***

The program we filmed in-studio with Don Nystrom as host and Columbus High School exchange students from Poland, Slovakia, and South Korea was shown at Columbus Catholic High School’s in-service day.

### ***Election Coverage***

We worked with Don Nystrom (who hosted the program) to interview candidates for School Board and Common Council (districts that had opposition). Nine candidates participated (all but one). We also filmed two Marshfield Civility Projects and Bob Kulp and John Spiros’ listening session.

### ***Civility Project Shout-out***

The Marshfield Civility Project gave MCTV a shout-out during the program (which we were there filming).

### ***Spencer***

We are branching out...sort of! Jerry Wienke with the Veterans Memorial In Spencer project was interviewed for a program. Spencer Public Access contacted us for tips to help improve their broadcast quality.

### ***Tour for ODC***

We gave a group from Opportunity Development Center a tour of the facility and they held one of their classes in the conference room.

### ***Update on “Inside City Hall”***

The Inside City Hall program was very successful, concluding with 17 episodes (out of 20 departments total). Reception was very positive.

### ***Chamber Chorale Concert***

We filmed the spring Central Chamber Chorale concert in March and it was a very popular program.

### ***Cub Scout Pack 392***

First-grade boys from Cub Scout Pack 392 visited us and did a short “You are watching MCTV” greeting and learned about television.

### ***Art video circulated in schools***

The New Visions' Emerging Talents video (filmed by Dana Speth and edited by Breanna) was shown in many Marshfield School art classrooms. Art teacher Eric Nelson interviewed many of the student artists- big thank you to him!

### ***No more listings in the News-Herald***

As part of the Marshfield News-Herald's restructuring process, MCTV program schedules will no longer be listed in the daily paper. We have reached out to Hub City Times. They are so far unable to find a business sponsor for the listings, but have offered to post them free-of-charge online.

### ***Officer Bob Larsen comments on pet licensing***

Marshfield Area Pet Shelter President Karen Rau interviewed Ordinance Officer Bob Larsen about pet licensing and other topics. The program promoted the March 28 Pet Licensing event. Officer Larsen said there were more registrations than usual at the event, likely because of the program. MAPS shared the program on their Facebook page, which helped publicize both MCTV and the event.

### ***Insight – March 25, 2015***

Jeff Cannon ran the audio from our Ordinance Control program on-air WDLB.

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

In the last couple of months, we trained the following people on how to use a camera.

- April Gentz (Leadership Marshfield - NOW group)
- Eric Gudmunssen (Leadership Marshfield - R2P4A)
- Dave Asplin (Silver Laces Figure Skating)
- Karen Olson (MACCI Agriculture Banquet)
- Eric Nelson (Host, New Visions Gallery)
- Sonny Siasoco (Dave Obey/Tom Petri Listening Session)
- Dennis Juncer (Various Events)
- Krystal Bowman (School District)
- Michael Lindhorst (Special Olympics)

### ***WCM Awards***

MCTV won 9 awards at the Wisconsin Community Media Videofest, including an Award of Excellence. "Giving Hope A Home" (which is produced in-studio at MCTV with Breanna as Director and Brett as camera) also won an Award of Excellence.

14	Speth	Giving Hope a Home	Amateur	Magazine Format/News	Public Access Program	EXCELLENCE
7	Speth	A Tour of Aurustic Park with Clyde Wyrta	Professional	Documentary/Feature	Public Access Program	EXCELLENCE
13	Speth	Chat with the Chief	Professional	Talk Show	Public Access Program	ACHIEVEMENT
12	Speth	Wood County Master Gardeners	Professional	Talk Show	Public Access Program	MERIT
10	Speth	Central Chamber Choral Concert	Professional	Performing Arts	Public Access Program	MERIT
8	Speth	Sir Ferris, Cub Scouts, and Medieval Armour	Professional	Entertainment	Public Access Program	MERIT
9	Speth	"Faws for Brittany" Fundraiser for Marshfield Area Pet Shelter Project	Professional	Local Events	Public Access Program	MERIT
4	Speth	A Slice of Heaven- Cooking With Ruth: Episode #3	Professional	How to/Instructional	Public Access Program	MERIT
6	Speth	Dairyfest Parade 2014	Professional	LIVE	Public Access Program	MERIT

Breanna and Brett will be attending the WCM Banquet and "Best of the Midwest" Videofest on April 30-May 1 in Milwaukee.

## **Strategic Planning Action Item Updates**

### ***Branding/Marketing***

- Mail Survey: Form and plan for later, 2016
  - *This is not started yet. Not sure where to start.*
- Logo: Staff to propose to committee, approve this summer
  - *We have a design that we like and will show you.*
- Flyer: Single sheet to distribute at events, template to committee in early summer. Need to budget for this in 2016

- *We have one that can be adapted to be event specific.*
- *We have a brochure for general use.*

### ***Technology***

- Replacement Program: Adopt plan with estimated costs by August 1
  - *We have a three-year needs assessment outlined, with estimated costs.*

### ***Financial Management***

- Reserve Balance: Review with staff, committee, and finance director (June/July)
  - *This is not started yet.*
- Sponsorship/Underwriting: Pursue Creative Methods to inform public of this opportunity (ongoing)
  - *We have the outline for this (approved at a previous meeting)*

### ***Communications***

- Promo Video: Develop promo video for home page of website and other PR uses (Goal, fall 2015)
  - *We have a draft started. Need a few more clips.*

### ***Human Resources***

- Organizational change: Have discussion with Vidcom on future plans (start by late spring/early summer)
  - *Agenda item at April 2015 Cable Tv Committee Meeting*