

**CABLE TV COMMITTEE MEETING MINUTES  
AUGUST 25, 2014**

The meeting was called to order by Chairperson Holck at 5:01 p.m. in Room 108 of City Hall Plaza.

**PRESENT:** Jim Daniels, Ed Gerl, George Holck, Dean Markwardt, Senen Siasoco and Alderperson Earll

**ALSO PRESENT:** Assistant Coordinator & Production Manager Breanna Speth, Juanita Kummer, Finance Director Keith Strey, City Administrator Steve Barg and Deputy Clerk Panzer

**EXCUSED:** Shawn Warren

**PUBLIC COMMENTS**

Gerl mentioned that Charter was down over the weekend.

Daniels heard Charter did an upgrade in Stevens Point at midnight a week ago Saturday and it took them nine hours to fix it and everything from Marshfield to Medford was out.

Gerl said he noticed the outage this past Saturday and he heard something in Connecticut disrupted everything.

Markwardt mentioned that there was also an outage on Wednesday, August 13<sup>th</sup>.

**APPROVAL OF MEETING MINUTES**

**CTV14-044** Motion by Markwardt, second by Gerl to approve the minutes of the July 28, 2014 regular meeting and the minutes of the August 14, 2014 subcommittee meeting as submitted.

**Motion carried**

**CORRESPONDENCE**

Quarterly franchise fee payment in the amount of \$58,721.81 was received.

**PUBLIC ACCESS COORDINATOR'S REPORT**

The Public Access Coordinator's Report for August 2014 was reviewed. (See attached report.)

**CTV14-045** Motion by Siasoco, second by Gerl to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

**BILLS**

The bill query report was reviewed.

**CTV14-046** Motion by Markwardt, second by Daniels to authorize payment of the following bills as presented:

Advanced Disposal (Invoices M10000754815 & M10000758474)	\$ 116.68
Charter Business (08/01/14 to 08/31/14)	259.08
Media Distributors	348.74
Quill	9.41
We Energies (06/04/14 to 07/07/14 & 07/07/14 to 08/04/14)	18.91

VIDCOM, LLC (Invoices 287, 289 & 290) 10,658.50

**Total** **\$11,411.32**

**Motion carried**

**REVIEW AND APPROVAL OF THE MGTV BEHAVIORAL GUIDELINES**

The proposed behavioral guidelines for Marshfield Government TV were reviewed.

Gerl suggested setting up similar behavioral guidelines for MCTV.

**CTV14-047** Motion by Markwardt, second by Gerl to approve the MGTV Behavioral Guidelines as submitted.

**Motion carried**

**FINANCIAL REPORT**

**CTV14-048** Motion by Gerl, second by Earll to receive and place on file the financial report for the period of January 1, 2014 through July 31, 2014.

**Motion carried**

**DISCUSSION AND APPROVAL OF REDUCTIONS IN 2014 CABLE ACCESS BUDGET**

The following Cable TV Subcommittee recommended 2014 Cable Access budget reductions were reviewed and discussed in detail:

• From object 52400 (repair/maintenance)	\$ 800
• From object 52900 (contractual - interns)	5,340
• From object 53360 (travel)	500
• From object 53940 (computer software)	<u>4,000</u>
<b>Total 2014 budget reductions</b>	<b>\$10,640</b>

**CTV14-049** Motion by Markwardt, second by Gerl to accept the recommended 2014 Cable Access Budget adjustments as proposed by the Cable TV Subcommittee on August 14, 2014.

**Motion carried**

**DISCUSSION AND APPROVAL OF THE 2015 CABLE ACCESS BUDGET**

City Administrator Barg distributed a comparison schedule for the two proposed budget options that were submitted. (Option #1, Chairperson Holck's proposed 2015 budget and Option #2, Dan and Juanita Kummer's proposed 2015 budget).

Chairperson Holck mentioned that his option needed to be increased by \$600.00. He forgot to carry forward \$600.00 under object 53400, Operating Supplies for line item 1, Master Tapes, Dubbing Tapes, CD's, DVD's.

It was noted that the main difference between the two options was staffing costs.

Both options were reviewed and discussed in detail.

Channel 98 staffing was discussed in detail.

Juanita Kummer distributed a letter from Dan Kummer.

Chairperson Holck left meeting at 6:05 p.m.

Vice Chairperson Markwardt assumed the chair.

Discussion continued on Channel 98 staffing.

Gerl suggested finding more volunteers to help keep staffing costs down.

Daniels suggested finding a grant writer to solicit grants.

**CTV14-050** Motion by Gerl, second by Earll to approve Option 1 as presented with the addition of item 1 for \$600 under object 53400, Operating Supplies for Master Tapes, Dubbing Tapes, CD's and DVD's bringing the total 2015 Cable Access Budget up to \$218,577.

Finance Director Strey suggested amending the contract if the Cable TV Committee wants to support additional hours for staffing and/or programming. The possibility of amending the contract was discussed.

Vote on motion **CTV14-050**; Nays – 4; Aye - 1 (Gerl)

**Motion failed**

**CTV14-051** Motion by Daniels, second by Siasoco to approve Option 1 as presented with the following additions bringing the total 2015 Cable Access Budget up to \$225,577:

- Item 1 for \$600 under object 53400, Operating Supplies for Master Tapes, Dubbing Tapes, CD's and DVD's
- \$7,000 under object 52900, Other Contractual Services.

Ayes - 4; Nay – 1 (Gerl)

**Motion carried**

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

None.

#### **SET UP A MEETING TO CONTINUE STRATEGIC PLANNING PROCESS**

The next meeting on September 22, 2014 will be dedicated to approving the bills and strategic planning.

Next meeting is scheduled for September 22, 2014 at 5:00 p.m. It will be held at City Hall.

Motion by Gerl, second by Earll to adjourn at 7:00 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

Public Access Coordinator's Report  
Cable TV Committee Meeting 8/25/14

**New Shows August 2014 (Since 7/21/2014): for MCTV 98**

- Insight: Ask the Mayor (monthly)
- Insight: Wood County Sheriff Tom Reichert (monthly)
- Marshfield School Board Meeting (monthly)
- Cooking With Ruth – Episode 34 (Apple Gallette)
- Cooking With Ruth – Episode 35 (Basil Pesto)
- Ribbon Cutting: Knight Berry Title Group
- Insight: In-depth with MAPS
- Public Service Announcement: Shirley's House of Hope Event
- Update with Police Chief Rick Gramza
- Wisconsin's Flying Trees Presentation by Sarah Witter Conner (with Don Schnitzler)
- Playin' For Paws event with Tom Brockman
- Loose Talk: Conversations with Friends - Episode 3 with Ron Fish
- 2014 Parish Pull: Tractor Division
- 2014 Parish Pull: Truck Division
- Tour of Wildwood Zoo in Marshfield, WI
- Medieval Education with Sir Ferris
- 2014 Fall Fest Preview
- Update with Police Chief Gramza

**Channel 96 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)

**Dana Speth**

- New Visions Gallery: Flash Galleries on Central (Breanna edited)

**River Cities Community Access**

- MSTC Board of Directors July 2014
- Wood County Board of Supervisors Meeting - July

**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.

Karen Din’s last day at MCTV will be Aug 24. We’ll miss her, but are so happy for her!

Shirley Gebert will work full time as our administrative assistant/PR representative.

## **Other News & Updates:**

### *Outreach*

Cub Scout Pack 392 visited the studio for a tour on August 13. We hosted a studio shoot that day with David Buehler, who makes chainmail. David taught the scouts how to make the armor and the kids had a blast seeing the green screen and set in action. They were even a part of the program, asking questions. It was interactive and a great educational and community outreach. It was fun! We have releases on file signed by each child’s parent.

### *Charter*

We’ve had a few calls from people with Charter issues, regarding the digital conversion, but not as many as expected. The few calls we have had are from people who either did not call to get their box activated or were just curious about the change.

### *Number Spoofing*

One of our phone numbers (line 2- 715-207-0381) kept calling a woman claiming to be an insurance company and asking for her identity. Further investigation revealed this to be a part of what’s called a “number spoofing” scam. The woman will have the call traced next time it calls. Doesn’t concern us except for the fact that it’s our number being used...sort of. (Not really our number, just impersonating our number.) According to Charter, nothing that we need to do.

### *Central Wisconsin State Fair*

The fair is coming up (August 27-September 1) and we will be filming a couple of events, primarily Howie Sturtz, which is one of our most popular programs every year. The fair office gave us free passes to film these events, as they generously do every year.

### *Leadership Marshfield*

Shirley was not accepted into this year’s class. This is very disappointing, especially given our good relationship with MACCI!

### *Underwriting*

Shirley has been gathering information on underwriting and sponsorships, per our PEG Guidelines. She has spoken with other PEG stations and researched online. The goal is to

move ahead with underwriting to help offset the costs of certain programming. We will have something to present at the next meeting.

*Audio Mixer*

Had some minor issues with our mixer at 98, but have now resolved. Was a bad cable.

*Programming*

We continue to expand our outreach with local nonprofits, such as United Way, Shirley's House of Hope, and Hope Lodge. We completed a premiere episode of "Made in Marshfield" featuring Felker Brothers Corporation (which makes stainless steel piping right here in Marshfield...and distributes worldwide. Very cool!). We continue to work on developing programming with Marshfield Police Department and Marshfield Fire Department. A few Marshfield aldermen are working on putting together a Town Hall Meeting and they've been in touch with us regarding filming. Breanna and Dean Markwardt met with Marshfield School District Superintendent Wells about programming possibilities with the district.

*Correspondence*

No specific correspondence to share, but overall positive feedback on our programming.