

**CABLE TV COMMITTEE MEETING MINUTES
FEBRUARY 23, 2015**

The meeting was called to order by Chairperson Holck at 5:02 p.m. in Room 108 of City Hall Plaza.

PRESENT: Jim Daniels, Ed Gerl, George Holck, Dean Markwardt, Shawn Warren, Alderperson Earl and Senen Siasoco (arrived at 5:06 p.m.)

ALSO PRESENT: Assistant Coordinator & Production Manager Breanna Speth, Brett Butler and Deputy Clerk Panzer

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV15-004 Motion by Markwardt, second by Gerl to approve the minutes of the January 26, 2015 strategic planning meeting as submitted.

Motion carried

CORRESPONDENCE

Quarterly franchise fee payment in the amount of \$62,870.50 was received.

Speth shared a newspaper article from the Marshfield News-Herald on the Free Tax Preparation/Assistance program that Don Nystrom hosted. MCTV received a lot of good feedback on this program.

Speth shared a newspaper article from Hub City Times on the Common Council's strategic planning meeting and she pointed out the section on Recreation and quality of life. Alderperson Buttke advocated further showcasing the Community and its facilities on local television programs. He suggested showing some of the city's facilities on Marshfield Community Television so people know what is out there.

Speth shared a handout that Marshfield Community Television created on audio etiquette. Gerl suggested sharing this handout with the School Board and the Common Council.

UPDATE ON FIBER EXTENSION PROJECT

Chairperson Holck reported that the Finance, Budget and Personnel Committee approved the budget resolution for the fiber extension project on February 17th and the Council is expected to do so on February 24th. After the budget resolution is approved Barg will work with Eng Ng, Breanna Speth and others as necessary to get this project scheduled and completed as soon as possible.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Speth reported that MCTV filmed the first program of a series of shows with the School District of Marshfield today. Five students with the 6th grade Leadership group came in and Dr. Wells interviewed each of them.

Butler reported that the Inside City Hall Program that MCTV has been doing has received great response. Networking with the city is really important and having a complete transparency throughout each department is going to be a great asset to our channel.

Chairperson Holck suggested putting together a flyer of some sort that shows where the taxpayer's money goes to give to the public Library.

Speth mentioned that Hub City Times will be doing a story on that whole series and she could perhaps give Adam Hocking's article to the Library. After all the departments are filmed they plan on doing a big marathon and publicizing that marathon and then from that point on they will be kept archived.

CTV15-005 Motion by Warren, second by Earll to receive and place on file the Public Access Coordinator's Report.

Motion carried

APPROVAL OF PURCHASE ORDER #201501201; LEIGHTRONIX SUBSCRIPTION

Speth explained that this purchase order is to renew our online video service.

CTV15-006 Motion by Markwardt, second by Gerl to approve purchase order #201501201 as submitted.

Motion carried

INCREASE PUBLIC ACCESS COORDINATOR'S WAGES PER CONTRACTUAL AGREEMENT

Aldersperson Earll mentioned that it would be nice if VIDCOM would also give Breanna Speth and Brett Butler the same increase that he receives since they are doing most of the coordinator's work now.

Aldersperson Earll questioned VIDCOM's invoices of January 30, 2015 and February 6, 2015 each invoice is for the same amount of \$2,720.00. The date of invoice #316 is February 6th which is prior to the end date of support services. Support services were for February 2, 2015 through February 13, 2015.

CTV15-007 Motion by Siasoco, second by Markwardt to increase Dan Kummer's wages per contractual agreement in line with the Consumer Price Index effective April 1, 2015.

Motion carried

BILLS

The bill query report was reviewed.

Speth will mention the questions that were brought up earlier in regards to VIDCOM invoices and dates of invoices to Juanita Kummer and report back at the next meeting.

Committee members asked if Shirley Gebert could also include the dates of services next to the vendor names on future bill query reports.

CTV15-008 Motion by Gerl, second by Siasoco to authorize payment of the following bills as presented:

Advanced Disposal	\$ 58.34
B&H	22.95

Charter Business (2/01/15 to 02/28/15)	264.34
Charter Business	15.22
Granicus	600.00
Menards	54.99
Walmart	4.88
VIDCOM, LLC (El Mezcal)	27.67
VIDCOM, LLC (Invoices 304 & 316)	<u>5,440.00</u>
Total	\$6,488.39

Motion carried

FINANCIAL REPORTS

The January, 2015 balance sheet is not available until April, 2015.

CTV15-009 Motion by Warren, second by Markwardt to receive and place on file preliminary before-closing financial report for the period of January 1, 2014 through December 31, 2014, the before-closing 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 January 31, 2015.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Update on fiber extension project
- Follow up on VIDCOM invoices

The next meeting on March 23, 2015 will be dedicated to approving the bills and strategic planning.

The next regular meeting is scheduled for April 27, 2015 at 5:00 p.m. and will be held at City Hall.

Motion by Gerl, second by Warren to adjourn at 5:35 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report
Cable TV Committee Meeting 2/23/15

We had a bit slower schedule over the holidays, but it again became very busy in mid-January and into February.

New Shows February 16, 2015 (Since 12/15/14): for MCTV 98

- Rotary Winter Wonderland Lights Display
- Ribbon Cutting E-Wireless
- Madison Elementary Grades 1 & 2
- Insight: Ask the Mayor
- Cooking With Ruth Ep. 44: Almond Bark
- School Board 12/10/14
- Grandpa's Village Lights
- How to Run for City Elected Positions
- Girls Basketball Marshfield vs Stevens Point
- Cooking With Ruth Ep. 45: Caesar Dressing
- Christ Lutheran Church Children's Program
- Chat with Chief Haight 12/29/15
- Chestnut Center Update in Studio
- Insight Ask the Mayor
- MHS Girls Basketball vs. Hudson
- Cooking with Ruth Ep. 46: Nutty Peanut Soup
- Ribbon Cutting: Blodgett Haus
- Fun d' Arts Preview with Betsy Tannenbaum
- Local Tax Aide Information
- New Visions Gallery: Poems
- Cooking with Ruth Ep. 47: Toll House Pie Redux
- Open Mic Night at the Library
- "Bowl-A-Rama" event for Soup or Socks at Chestnut Center
- MACCI 2014 Year in Review
- Chat with the Chief 1-21-15
- "How The City Works" Steve Barg
- "Where Your Tax Money Goes" Keith Strey
- Insight Wood County Sherriff 1-30-15
- Ribbon Cutting V+ Company Salon
- Hope Lodge #7
- Chat with the Chief Special ON LOCATION 1-30-15
- Fairgrounds Park: Operations & Structure
- Under The Hood: Buying a Used Car (with Dave's Expert Auto)
- Cooking with Ruth Ep.48: Cheesecake
- "Paws & Pancakes" Breakfast PSA
- New Visions FundArts PSA
- People First Fundraiser PSA

- Marshfield Cultural Fair PSA
- Timeless Tales Event Preview

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)

Susan Speth

- Madison Elementary Grades 5 & 6 Concert
- Washington Elementary Grades 5 & 6 Concert
- Grant Elementary Kindergarten Concert
- Grant Elementary Grade 2 Concert
- Grant Elementary Grade 3 Concert

River Cities Community Access

- MSTC Board of Directors Dec 2014
- MSTC Board of Directors Jan 2015
- Wood County Board of Supervisors Meeting – Dec 2014
- Wood County Board of Supervisors Meeting – Jan 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.

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.

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

Other News & Updates:

Inside City Hall Program

This program is designed to showcase the various City Departments. Filming commenced on February 9. We have had 8 programs filmed so far (as of 2/16/15), with several more planned.

City Programs

We filmed programs with Steve Barg and Keith Strey about “How the City Works” and “Where Your Tax Money Goes.” These programs are part of a greater effort to help residents understand the inner workings of the City, provide transparency, and help City leaders to be more approachable.

Host With the Most

Carrie Lippert has hosted at least 20 programs for us in the past two months (including all of the City programming). She’s had great feedback!

MACCI

Our ribbon cutting videos are now embedded on the MACCI site, at this link:

<http://marshfieldchamber.com/events-sponsorships/groundbreakings-ribbon-cuttings/>

Election Coverage

We are in the planning stages of election coverage (April 7 is General Election) for School Board and Common Council.

Tax Aide Program Well-Received

We submitted a press release to the Marshfield News-Herald about this shoot, coordinated by producer Don Nystrom. We had numerous calls from viewers asking how to get more information about the program (see article in attachments).

Community Producers

We have a few more community producers. Maisie Cramer is a student and member of the TAG group at the Marshfield Public Library. She filmed their open mic night in early February. Three members of this year’s Leadership Marshfield Class have been trained on camera for a video they are producing about their class project.

Dave’s Auto

This popular program is back! Dave had a busy several months, but now has time to again educate viewers on auto-related issues.

Exchange Students

We filmed studio programs with the Exchange students from Argentina (at MHS) and the four exchange students from Poland, Slovakia, and South Korea (at CCHS), respectively. These were awesome!

Audio Etiquette Sheet

Brett and Breanna put together an “Audio Etiquette Sheet” (see attachments) in an effort to help eliminate some common audio problems.

Hosted State Budget Update

MACCI’s State Budget Update with Todd Berry (WI Tax Payer’s Alliance President) was held at MCTV Studios on February 16, with an audience in attendance.

WCM Judging

We judged the short form documentary/feature category for the Wisconsin Community Media Videofest. We should hear results soon about our entries.

School District of Marshfield

Superintendent Dee Wells is working with us on a series of shows, with each episode featuring a different aspect of the district.

Correspondence/Appendix

1. Article from Marshfield News Herald 1/25/15
2. Audio Etiquette Sheet
3. Article in Hub City Times (note mention of local television in “Recreation & Quality of Life” section near the end of the article)