

**STRATEGIC PLANNING CABLE TV COMMITTEE MEETING MINUTES
JANUARY 26, 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, George Holck, Dean Markwardt, Shawn Warren, Alderperson Earll and Ed Gerl (arrived at 5:03 p.m.)

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

EXCUSED: Senen Siasoco

APPROVAL OF MEETING MINUTES

CTV15-001 Motion by Markwardt, second by Warren to approve the minutes of the December 22, 2014 meeting as submitted.

Motion carried

BILLS

The bill query report was reviewed.

CTV15-002 Motion by Gerl, second by Earll to authorize payment of the following bills as presented:

Advanced Disposal	\$ 58.34
Charter Business (12/26/14 to 01/25/15)	15.21
Charter Business (01/01/15 to 01/31/15)	264.10
Granicus	600.00
Hillers True Value	35.00
VIDCOM (Menards)	11.96
Per Mar Security Services	381.60
Quill	127.35
(Inv. 8745600, 8751594, 8866990, 8876603, 8904102 & 9071673)	
We Energies	48.99
Wisconsin Community Media (Invoices 71 & 74)	340.00
VIDCOM, LLC (Invoices 309, 312 & 313)	<u>8,160.00</u>
Total	\$10,042.55

Motion carried

REVIEW PROPOSED FINANCING PLAN FOR FIBER EXTENSION PROJECT

City Administrator Barg reported that he met with Finance Director Strey, Breanna Speth and George Holck about a week ago and they discussed how they could make this proposal work. It looks like the 2014 budget will have a surplus. He explained that the Cable TV fund monies continue to roll forward unlike most departments when there is excess money and that money lapses back into the general fund where it came from initially. Any excess Cable TV monies continue to roll forward from year to year and are available for use and that is where the reserve fund comes from. He recommended using \$5,000 from the additional money that was put in the 2015 budget for maintenance and \$7,000 from the additional money that was put in the 2015 budget for other contractual services and using those monies along with supplementing \$3,000 from the 2014 budget surplus for this project.

A budget resolution would be needed. This budget resolution could go to the Common Council in February and we would be able to authorize moving forward with the contractor the end of February to do the work yet hopefully in March before the end of the winter.

CTV15-003 Motion by Gerl, second by Warren to draft a Budget Resolution for the Common Council's approval to transfer \$5,000 from the maintenance line item, and \$7,000 from other contractual services line item from the 2015 budget and \$3,000 from 2014 budget surplus to the 2015 budget to pay for the fiber extension in 2015.

Motion carried

STRATEGIC PLANNING SESSION

Five Key Areas:

*Branding/Marketing

- Share with other groups
- Flyers/brochures
- Logo / "catch phrase" (identity)
- Market with others (Marshfield Utilities)
- Presence at major events
- Survey viewership

*Technology

- Fiber extension
- Move toward widescreen
- 1-3 year replacement program
- Push Charter for improvements

*Financial Management

- Sponsorship/underwriting prospects
- Federal/State grants
- Studio/equipment rentals (deposit)
- Re-visit minimum reserve balance

*Communication with citizens

- Promotional video of MCTV
- Link with websites of others
- Encourage viewer feedback
- Email program info to interested people (list)

*Human resources (staff/volunteers)

- Promote volunteer opportunities
- School connections
- Actively seek "How to" programs
- Organization structure change

RECOMMENDED ITEMS FOR FUTURE AGENDAS

Increase Public Access Coordinator's wages per contractual agreement

Next regular Cable TV Committee meeting is scheduled for February 23, 2015 at 5:00 p.m.

Next strategic planning meeting is scheduled for March 23, 2015 at 5:00 p.m.

Motion by Markwardt, second by Gerl to adjourn at 6:17 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk