

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

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

**PRESENT:** Jim Daniels, Ed Gerl, Dean Markwardt, Don Nystrom, Senen Siasoco and Alderperson Earll

**ALSO PRESENT:** Assistant Coordinator & Production Manager Breanna Speth, Brett Butler, Deputy Clerk Panzer and Juanita Kummer (arrived at 5:08 p.m.)

**EXCUSED:** Shawn Warren

**PUBLIC COMMENTS**

Dean Markwardt reported problems with loss of signal over the weekend. Chairperson Nystrom and Ed Gerl have been experiencing the same problems.

**CTV15-029** Motion by Siasoco, second by Markwardt to direct the Assistant Coordinator & Production Manager to contact Charter Communications to inform them that numerous individuals have complained about signal loss.

**Motion carried**

**APPROVAL OF MEETING MINUTES**

**CTV15-030** Motion by Gerl, second by Earll to approve the minutes of the June 22, 2015 meeting as submitted.

**Motion carried**

**CORRESPONDENCE**

MCTV received a thank you card from the Columbus Catholic High School exchange students for partnering with them on the videotaping of their experiences at home and abroad.

MCTV received an email from Dr. Funk for their help with his Depression & Suicide program.

Speth shared a Facebook shout-out from Bob Kulp.

MCTV received a thank you card from the kids from the Tiny Tiger Intergenerational Center who toured MCTV on July 8<sup>th</sup>.

Speth shared the Marshfield Messenger, Marshfield School District's newsletter.

**APPROVAL OF CAPITAL EQUIPMENT LIST**

The proposed capital equipment list was reviewed. It will be approved at next month's meeting.

**APPROVAL OF 2016 CABLE ACCESS BUDGET**

The 2016 Cable Access budget was reviewed and discussed.

**CTV15-031** Motion by Markwardt, second by Daniels to approve the 2016 Cable Access budget as presented.

**Motion carried**

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

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

Speth and Butler reported on two items that they learned about at the WCM conference.

- 1) Google Analytics, which is a way to track sessions and the amount of people who are visiting a particular website.
- 2) Recruiting volunteers and keeping good volunteers. They are developing a Volunteer Marshfield account, which is a local resource that will help them recruit volunteers.

Butler explained Google Analytics.

Speth shared a google audience overview report.

Speth attended the WCM Retreat on June 30<sup>th</sup>. She included a handout that she received on the CAP Act and encouraged the committee members to review it.

Speth shared the WCM Fall Workshop information and mentioned that she will be presenting a workshop there on graphics creation.

Butler explained the need for a new printer and the estimated pricing for purchasing or leasing one. The new printer would be a color printer, so MCTV's flyers and brochures could be done in house.

Speth reported on the fiber installation. The fiber is installed. Waiting for City's IT to install technology elements. They have been in testing things and it is all working. They have installed the network switch and a couple of the VOIP phones. They are giving it one to two weeks to make sure it is working and is stable and then they will install and add the rest of the phones and they will give it a week or two to make sure that they are working. Stage III will be connecting the PC's and the Macs to the network.

Butler and Alderperson Earll reported on the increase in the cost for the fiber installation. The fiber connection on the building's end was different than they had anticipated, so they had to do some extra work which raised the cost.

Speth reported that Carrie Lippert moved to Florida. MCTV has lost an awesome host.

**CTV15-032** Motion by Gerl, second by Siasoco to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

## **UPDATE ON STRATEGIC PLANNING ACTION ITEMS**

Business cards have been printed with the new logo.

The promo video is still being worked on. The script has been started and there are a few more clips they want to include. Jim Daniels offered to be the narrator for the promo video.

Survey options to find out what types of programming people would like to see were discussed.

**BILLS**

The bill query report was reviewed.

**CTV15-033** Motion by Gerl, second by Markwardt to authorize payment of the following bills as presented:

Advanced Disposal	\$ 58.34
Breanna Speth (Reimbursement)	88.90
Spectrum Business (05/25/15 to 06/25/15)	15.22
Spectrum Business (06/26/15 to 07/25/15)	19.92
Spectrum Business (07/01/15 to 07/31/15)	280.50
Gene Michael Productions Inc.	300.00
Granicus (Invoices 65051 & 66237)	1,200.00
Quill (Invoices 4700824, 4776125 & 4913439)	132.22
VIDCOM, LLC (Reimbursement)	61.94
VIDCOM, LLC (Reimbursement)	22.67
Walmart	22.26
We Energies (05/06/15 to 06/04/15)	9.61
VIDCOM, LLC (Invoices 332, 335 & 336)	<u>8,160.00</u>

**Total \$10,371.58**

**Motion carried**

**FINANCIAL REPORT**

**CTV15-034** Motion by Markwardt, second by Daniels to receive and place on file the financial report for the period of January 1, 2015 through June 30, 2015.

**Motion carried**

**RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Approval of capital equipment list

Next meeting is scheduled for August 24, 2015 at 5:00 p.m.

Motion by Gerl, second by Siasoco to adjourn at 6:08 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

# Public Access Coordinator's Report

Cable TV Committee Meeting 7/27/15

## **New Shows, July 16, 2015 (Since 6/8/15): for MCTV 98**

Ribbon Cutting: Seehafer Creamery

Marshfield Area Pet Shelter - 7/2/15

Insight: Ask the Mayor - 7/3/15

Chat with the Chief: Police Department 7/1/15

A Series on Suicide & Depression with Dr. Funk

Meet the New Parks, Recreation, & Forestry Director

Marshfield Public Library Summer Programming Update

Chat with the Chief: Fire Department 7/1/15

Central Wisconsin Tea Party - Speaker Pastor Matt Trewhella

New Visions Gallery - Culture & Agriculture Exhibit

Michael Perry, Author of "The Jesus Cow"

"What's Crackin'?" - Chiropractic 101

Fatigue Workshop with Dr. Mertens, DC

Cooking with Ruth: Episode 57 "Mediterranean Tortellini Salad"

Medford Rodeo: Part 1

Medford Rodeo: Part 2

Tiger Tv: Episode 5 "Building & Grounds"

Marshfield School Board Meeting - 6/10/15

Wildwood Zoo Store

Insight: Ask the Mayor 6/5/15

About the Emerald Ash Borer in Marshfield

**[Tiny Tiger Students visit Marshfield Community Television!](#)**

## **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)

## **Dana Speth**

- Christ Lutheran Church Worship Service (Weekly)

## **River Cities Community Access**

- MSTC Board of Directors Jun 2015
- Wood County Board of Supervisors Meeting – Jul 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.

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/Updates

## *Social Media Update*

As of July 16, we have 265 Likes on Facebook.

## *Online Hits*

We have 770 Videos available for playback on MarshfieldTv.PegCentral.com. Peg Central does not have the greatest tracking system for online hits, however. For example, the library update has a high number of hits because the videos are embedded on their website. So, it is not necessarily an accurate reflection of who is watching what and when. With this knowledge, Brett established Google Analytics for our main website. If visitors go directly to Peg Central (unlikely), this activity is not tracked. However, traffic to our main page (which is what we always advertise) is tracked in great detail. Below is a summary report from Google Analytics. This can be used as a benchmark for future data. As it is the first report, it gives us a starting point from which to progress.

Example of Peg Central Report:

### **Top Five Viewed Files**

- 109LCCUpdate6-25-14.mp4
- 103LCC\_Update\_110414.mp4
- 61DairyfestParade2015.mp4
- 44BusinessProfile\_Ep4\_lggys.mp4
- 41MfldFire1887\_wBernBinning\_R.mp4

## *Takeaways from Conference:*

Don asked us to provide two examples of things we learned at the WCM Conference in May. Two areas we'd like to start with are:

1. Google Analytics
2. Volunteer Marshfield

Google Analytics is a great tool for tracking online activity to our website. Volunteer Marshfield is a local resource to recruit volunteers. WCM presented on the importance of recruiting quality volunteers and suggested looking through local United Way organizations to do this. We will be developing our VM account to help recruit more people, especially hosts!

## *WCM Board Retreat*

On June 30, Breanna attended WCM Board Retreat in Stevens Point.

## *WCM Fall Workshop*

The WCM Fall Workshop will be held in Stevens Point in October. Breanna will be presenting on graphics creation.

## *CAP ACT*

Please see document "cap-talking-points-2015" for information on the CAP Act.

## *Noteworthy Programs*

We are in the process of editing several exciting programs, including a tour of Upham Mansion and an update on the new Senior Center location in the mall. We also filmed a budget update with Rep. Spiros and Rep. Kulp in-studio, which included a studio audience. This is also in the editing process.

## *Dr. Funk – New Medical Series*

We have uploaded this program to MediaFire, a WCM online video sharing service that allows other community tv stations to download programs. Great information and an important topic!

## *Meet Your Alderman Series Underway*

We have filmed 7/10 interviews, with three more scheduled. Carrie is doing a great job!

***Power Outage on 7/12/15***

Power went out on 7/12/15 due to inclement weather. Brett restored promptly on Monday, July 13.

***Tours***

We gave a tour to 52 (!!!) children on July 8, from Tiger Tiger Intergenerational Center.

We gave a tour to Jonathan Anderson with the Marshfield News-Herald on June 26.

***Special Project***

We are working with Paul Rogers on a special video project. More information to come, but this will be a great opportunity!

***Printer***

We are working with Bauernfeind on possible printing options. (This ties in with our marketing budget/brainstorming.)

***Fiber***

Fiber is installed. Just waiting on City IT to install technology elements. Gordy is working with Utilities on why exactly our estimate doesn't match total cost.

***Community Producer Update***

-Dennis Juncer has been working to acclimate himself with a camera

-Andrew Frahmann (new producer)

***Carrie's Departure***

Carrie is moving to Florida (and will be gone by the time you read this report). We are so sad that she is leaving, but happy she was with us as long as she was. We bought her lunch and a t-shirt and made her a blooper reel (during our day off) to enjoy. She leaves a big space to fill in terms of hosting!

**Correspondence**

See attachments.

-Thank you card from Columbus Catholic High School exchange students

-Dr. Funk praise

-Bob Kulp shout-out on Facebook

-Thank you card from kids' tour

# Strategic Planning Action Item Updates

## ***Branding/Marketing***

- Mail Survey: Form and plan for later, 2016
  - *We learned at WCM Conference that mail surveys are expensive and usually not very productive.*
- Logo: New logo is in use and have had great feedback.
- Flyer & Brochure is completed: In order to print, will need to budget for this in 2016

## ***Technology***

- Replacement Program: Adopt plan with estimated costs by August 1
  - *We have a three-year needs assessment outlined, with estimated costs.*
  - *We are waiting on Dan's stamp of approval*

## ***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)