

**CABLE TV COMMITTEE MEETING MINUTES
JULY 28, 2014**

The meeting was called to order by Chairperson Holck at 5:03 p.m. in Room 108 of City Hall Plaza.

PRESENT: Ed Gerl, George Holck, Dean Markwardt, Senen Siasoco, Shawn Warren and Alderperson Earl

ALSO PRESENT: Assistant Coordinator & Production Manager Breanna Speth, Public Access Coordinator Dan Kummer, Juanita Kummer, City Administrator Steve Barg and Deputy Clerk Panzer

EXCUSED: Jim Daniels

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV14-036 Motion by Markwardt, second by Gerl to approve the minutes of the June 23, 2014 meeting as submitted.

Motion carried

CORRESPONDENCE

A letter was received from Charter Communications announcing that they are going “all-digital”, and they will be adding more than 90 new high definition (HD) channels to their lineup in the Marshfield area. On or after August 5, 2014, Charter will begin removing the analog format of every channel from their lineup and delivering only high-quality digital signals to each television outlet in the home.

Another letter was received from Charter Communications announcing that they will be eliminating any dual carriage of channels from their channel lineup. All Public, Government and Educational (PEG) Access Channels will continue to be located together in the “neighborhood” on the line-ups in the 900 channels range as they currently are today. Any analog channel(s) that a PEG channel occupied will no longer be available as of August 5, 2014.

Speth received a thank you note from Gail Thomalla for her coverage of the update on the Library news conference.

Markwardt referred to the lower right side of the back page of Charter’s letter. It shows that WSAW – CBS Channel 7 is going to be Channel 7. According to this letter it doesn’t look like we are losing those channels. Are the channels that have been analog such as Channel 7 still going to be there?

Markwardt also referred to Charter’s second letter that referred to Public Access Channels 98, 99 and 96. According to this letter, these channels are all going away and we will have to tune to the 900 series numbers. Will people with Basic service still be able to get these channels?

Speth will try to get some clarification from Charter on these questions.

CLARIFICATION ON THE FINANCIAL REPORT BALANCE SHEET FOR THE CABLE TELEVISION FUND

Chairperson Holck read an email that he received from Finance Director Strey. The treasurer’s cash balance is simply the cash available at the end of the month, i.e. checkbook balance for Cable Access net of year to date activity, nothing else. The ending balances for the treasurer’s cash balance for April

and May were not the same. The beginning balances on the financial reports which are January 1, 2014 balances won't change until January 1, 2015.

FOLLOW UP ON CABLE TV COMMITTEE MEETING MANDATES. IS THE COMMITTEE REQUIRED TO MEET MONTHLY?

City Administrator Barg reported that there are some committees in the city that by code are required to meet on a certain timeline. The Cable TV Committee is not one of them. There is nothing obligating the Cable TV Committee to meet on a monthly basis. The only issue would be to make sure that the bills are being paid through some understanding or arrangement.

Markwardt suggested to continue meeting monthly but scheduling meetings every other month for strategic planning opportunities and perhaps to authorize payment of the bills at the strategic planning meetings as well.

CTV14-037 Motion by Markwardt, second by Earll to schedule alternate Cable TV Committee meetings for the period of the next four months dedicated to strategic planning as well as approval of the bills only.

Motion carried

CLARIFICATION AND FOLLOW UP ON LEGALITIES OF YOUTUBE AND FACEBOOK POSTINGS

Chairperson Holck read an email that he received from City Attorney Wolfgram. We would not have any legal liability if someone edits or otherwise changes something that we've put on Facebook or YouTube. This could possibly be troubling, but this would be a policy issue not a legal one.

Chairperson Holck asked if the committee wanted to create a policy to or not to upload programs to YouTube and Facebook.

Speth pointed out the benefits of using Facebook and YouTube. It is free, it reaches a wider audience and social media is where it is at right now. She recommended continuing to use it.

City Administrator Barg said from our City Attorney's standpoint as our legal counsel we would not be responsible if someone comes along and edits one of those posts and someone comes back on the City and says that we are putting out wrongful information.

The option of putting a disclaimer on the programs posted to Facebook was discussed in detail.

City Administrator Barg cautioned calling attention to the postings with disclaimers.

It was decided to allow Public Access to continue with their postings to Facebook and YouTube. A policy can be created at a later date if need be if potential abuse occurs or someone tries to edit Public Access's programs.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Speth pointed out a typo error in the PEG Guidelines. The reference to the "Public Broadcasting System" should read "Public Broadcasting Service".

CTV14-038 Motion by Markwardt, second by Warren to replace the word reference “Public Broadcasting System” with “Public Broadcasting Service” in the PEG Guidelines.

Motion carried

Speth will update the PEG Guidelines to include this change and email them to Deputy Clerk Panzer to email to the committee members.

CTV14-039 Motion by Gerl, second by Siasoco to receive and place on file the Public Access Coordinator's Report.

Motion carried

BILLS

A revised bill query report was distributed and reviewed.

The following three invoices were removed from the original bill query report because they were approved at last month’s meeting:

B & H invoice #83608649, \$12.57

B & H invoice #83913226, \$137.27

Electronic Services invoice #11568, \$82.50

CTV14-040 Motion by Gerl, second by Warren to authorize payment of the following bills as presented:

Charter Business (07/01/14 to 07/31/14)	\$ 263.90
Charter Business (06/26/14 to 07/25/14)	15.21
Mueller Publishing Inc	174.00
Granicus, Inc. (June 2014)	600.00
We Energies (05/05/14 to 06/04/14)	10.38
EO Johnson (Invoices 706298 & 711335)	328.22
B & H (Invoices 83439681, 84118722 & 84130474)	259.52
Quill	46.33
Telephone (City Hall)	.06
Electronic Services (Invoices 11571)	137.50
Advanced Disposal	58.34
VIDCOM, LLC (Invoices 283, 284 & 285)	<u>6,944.50</u>
Total	\$8,837.96

Motion carried

LEADERSHIP MARSHFIELD

Shirley Gebert is interested in doing the Leadership Marshfield Program. She will be applying for a scholarship.

CTV14-041 Motion by Markwardt, second by Warren to support sending Shirley Gebert to the Leadership Marshfield Program and to cover the cost of up to \$500.00 from account 53360, travel line item for that purpose.

Motion carried

FINANCIAL REPORT

CTV14-042 Motion by Siasoco, second by Gerl to receive and place on file the financial report for the period of January 1, 2014 through June 30, 2014.

Motion carried

DISCUSS PREPARATION OF THE 2015 BUDGET

Chairperson Holck distributed the 2015 proposed Cable Access budget worksheet and explained that our expenses are \$17,000 more than our income. We have a deficit. We can't continue to operate with spending more than what our income is.

He pointed out the following line items under account 52900, Other Contractual Services, in the budget that may have caused this to happen:

- Item 12: Additional intern, \$6,006
- Item 13: Additional part-time Channel 98 staffing, \$6,000
- Item 4: School to Work Interns, \$5,340

City Administrator Barg suggested the Cable TV Committee set an amount that is expected from the franchise fees and have Dan and Juanita come back prior to the next meeting with a budget that fits into that total revenue.

Speth left the meeting at 6:40 p.m.

CTV14-043 Motion by Warren, second by Markwardt to set an advisory anticipated revenue figure of \$225,000 for the estimated 2015 franchise fees to work the 2015 budget off of. Ayes – 5; Nay – 1 (Gerl)

Motion carried

CONTINUE STRATEGIC PLANNING PROCESS (TIME PERMITTING)

Strategic planning was held over due to the length of the meeting.

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Discussion and approval of the 2015 Cable Access Budget
- Update on how Cable Access can stay under budget for 2014
- Discuss School Channel

Markwardt mentioned that he and Speth will be meeting with the School Superintendent on Monday, August 4th to wrap up school contributions for the School Focus Program and this might be an opportunity for us to approach the subject of the school's involvement in production of it.

Next meeting is scheduled for August 25, 2014 at 5:00 p.m. It will be held at City Hall.

Motion by Markwardt, second by Gerl to adjourn at 7:08 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report
Cable TV Committee Meeting 7/28/14

New Shows July 2014 (Since 6/16/2014): for MCTV 98

- Insight: Ask the Mayor (monthly)
- Insight: Wood County Sheriff Tom Reichert (monthly)
- Marshfield School Board Meeting (monthly)
- President Address/GOP Reply (weekly)
- The Great Climate Debate – Lecture 3 of 3
- The Great Climate Debate- Bonus Lecture 4
- Cooking With Ruth – Episode 31 (Dip & Veggie Delight)
- Cooking With Ruth – Episode 32 (July 4th Trifle Dessert)
- Cooking With Ruth – Episode 33 (Rhubarb Bars)
- Ribbon Cutting: Pampered Pooch Pet Emporium & Barkery
- Insight: Truck & Tractor Parish Pull
- Public Service Announcement: Truck & Tractor Parish Pull
- Rotary “Service Above Self” Award to Dr. Tom Nikolai
- Local Vocals Karaoke Contest 2014
- Meet Marshfield’s New Police Chief, Rick Gramza
- Wood County Board Update 6-18-14
- Meet Pastor Andrew Wilson, Christ Lutheran Church
- Insight: UW-M/WC Summer Sizzler
- BMX Bike Contest at Marshfield Skate Park
- Stay True BeatBox
- Library & Community Center Project Update
- A Message from Stay True Ministries
- Wonder Wheels event at Marshfield Skate Park
- Insight: Wood County Foster Care Program
- School Focus: New Superintendent of Schools
- Interview with Attorney General Candidate
- Insight: Marshfield Area Pet Shelter Fundraiser and Update

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: Culture & Agriculture (Breanna edited)

River Cities Community Access

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

Other

- LaCrosse Catholic Diocese Mass
- House of Yahweh
- Conversations from St. Norberts
- 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 hopes to return to work in at least a limited capacity soon.

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 has been accepted into a Doctorate program and will be decreasing her hours at MCTV. (Congrats, Karen!)

Shirley Gebert manages all administrative aspects at MCTV in the afternoons (when Karen is at SJH). Karen and Shirley continue to expand our community calendar and Facebook pages. www.Facebook.com/MarshfieldTv is our Facebook address.

Other News & Updates:

Follow-Up on YouTube Inquiry from last meeting

-Talked to Mary Cardona (WCM Executive Director) and she advised posting on the WCM forum

-Posed a question on the WCM forum and received only one response, from Dawn Wills of River Falls Public Access:

“I have mentioned to my directive that YouTube has copyright of material but he believes it’s a more easily shareable way to get the message out. Plus it's easier for people to find our videos than our PEG Central. I'm just posting our short burst of city information on YouTube. I have no answer for the liabilities and really no exact answer on copyright issues.”

-Conducted research on Terms of Service (See Attachment)

Question Regarding PEG Guidelines

-We were investigating the parameters in which MCTV may seek underwriting to fund programming. We noticed that it states “Public Broadcasting System” instead of “Public Broadcasting Service” in PEG Guidelines. There is no “Public Broadcasting System” that we can find. Is this a typo? If so, it would probably need to be fixed before we pursue the possibility of underwriting.

K. Duplications:

1. MCTV will set fee rates for copies (dubs) of MCTV programming. Such rates will be based upon charges incurred for media and dubbing costs.
2. If Community producers need to make dubs, they will be subject to normal dubbing costs.

L. Sponsorship & Underwriting:

1. Underwriter Acknowledgements: MCTV community producers may choose to solicit underwriting funds to cover production expenses. Community producers may list acknowledgements of program sponsors in accordance with Public Broadcasting System (PBS) Guidelines.
2. Commercial: Community producers are not allowed to promote the goods or services of any underwriter or donor. In order to avoid “promoting,” announcements made regarding entities who have furnished some consideration must NOT include any:
 - a. Mention of price: no interest rate, pricing information, discount, savings, or value of any kind may be included in acknowledging a contribution.
 - b. This does not prohibit non-profit organizations from promoting their services or fundraising campaigns.
 - c. Call to action: any announcement regarding a company or person who furnishes remuneration to the public broadcaster may not suggest that the viewer take action—the listener cannot be encouraged to “call,” “come by,” “try,” or even “be sure” in relation to a product or service.
 - d. Inducements to buy: it is improper to entice the viewer to make a purchase by offering bonuses, freebies, or other specials.
 - e. Qualitative or comparative language: this area prohibits descriptive or comparative language of a product or service. An announcement may not explain, for example, that something is “perfect,” “less filling,” or is the “largest,” “smallest,” or “most” anything.

M. Non-Locally Produced Programs (Imported):

1. Non-locally produced public access programs (programs produced outside the city of Marshfield) may be cablecast on the PEG channels provided the following:
 - a. The program is sponsored by a resident with a Marshfield address or lives in the Marshfield School District and meets all the technical requirements and administrative requirements as listed within these guidelines.
 - b. The sponsor of the program completes the necessary cablecast agreement.
 - c. The sponsor obtains all necessary rights to the program. This includes all necessary literary, artistic, intellectual, performing, and music rights as well as all necessary clearances from the owners of licenses of such material.
 - d. Sponsors must be able to document, in writing, that the cablecasting of such material does not violate the rights of third party.

Citizens Fire Academy

Breanna finished the Marshfield Fire & Rescue Department’s Citizens Fire Academy, a 6-week course held once per week (skipping July 3 on account of the holiday) for 3 hours that taught citizens what firefighters do on a day-to-day basis. The course was a great opportunity to network with the department and learn how to better serve them at MCTV.

Outreach

We've been working with many local nonprofits on a variety of projects. Specifically, United Way, ODC, and Marshfield Public Library have been particularly involved of late. We've also been approached by organizations hearing about us for the first time and being impressed with our services, including StayTrue Ministries, Crossroads, and St. John the Baptist. Overall, exciting things happening!