

**CABLE TV COMMITTEE MEETING MINUTES
JUNE 22, 2015**

The meeting was called to order by Deputy Clerk Panzer at 5:05 p.m. in Room 108 of City Hall Plaza.

PRESENT: Ed Gerl, Don Nystrom, Senen Siasoco and Alderperson Earll

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

EXCUSED: Dean Markwardt, Shawn Warren and Jim Daniels

Deputy Clerk welcomed Don Nystrom to the Cable TV Committee.

ELECTION OF CHAIRPERSON & VICE CHAIRPERSON

Deputy Clerk Panzer asked for nominations for Chairperson.

Gordon Earll nominated Don Nystrom.

There being no further nominations Deputy Clerk declared nominations closed.

CTV15-020 Motion by Siasoco, second by Gerl to elect Don Nystrom as Chairperson.

Motion carried

Don Nystrom assumed the chair.

Chairperson Nystrom asked for nominations for Vice Chairperson.

Don Nystrom nominated Gordon Earll.

There being no further nominations Chairperson Nystrom declared nominations closed.

CTV15-021 Motion by Gerl, second by Siasoco to elect Gordon Earll as Vice Chairperson.

Motion carried

SET MEETING DATE AND TIME

CTV15-022 Motion by Gerl, second by Siasoco to keep the meeting date on the fourth Monday of the month at 5:00 p.m.

Motion carried

PUBLIC COMMENTS

Chairperson Nystrom welcomed and introduced Marshfield News-Herald representative, Jonathan Anderson.

APPROVAL OF MEETING MINUTES

CTV15-023 Motion by Siasoco, second by Earll to approve the minutes of the April 27, 2015 meeting as submitted.

Motion carried

CORRESPONDENCE

Quarterly franchise fee payment in the amount of \$59,787.74 was received.

Breanna received an email from Mandy Volkman thanking her for the coverage of the hair donation event that was held at Columbus Catholic School.

Breanna and Brett received a thank you note from ODC for hosting their Community Career Exploration course at Marshfield Community TV.

Breanna shared the Marshfield Messenger, Marshfield School District's newsletter which mentioned Tiger TV which airs on Marshfield Community TV and on the High School's website.

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

Breanna and Brett have been working on a new logo, flyer and brochure for MCTV. Samples were reviewed by the committee members.

It was decided to make the flyer smaller, the size of an index card.

Brochures will not be printed or used at the present time, because there is no marketing line item in the 2015 budget. This will be looked at for the 2016 budget.

Chairperson Nystrom pointed out that the cattails on the new logo are really small and if the flyer is reduced to an index card size people won't be able to make them out. He suggested making the cattails (antenna) on the logo a little bigger.

CTV15-024 Motion by Earll, second by Gerl to accept the new logo, flyer and brochure.
Motion carried

Dan Kummer is reviewing the three-year needs assessment and Breanna will email it to the committee members after Dan has reviewed it.

Breanna and Brett have been working on the promo video and they will share it with the committee members at next month's meeting.

It was noted that MCTV is not mentioned in the Convention and Visitor's Bureau Visitor's Guide. Breanna will be meeting with Matt McLean to get something in the Visitor's Guide.

DISCUSS ORGANIZATIONAL STRUCTURE AND FORM A SUBCOMMITTEE TO DISCUSS THE FUTURE OF MCTV

This agenda item was put on hold temporarily.

Breanna will work on a survey with Wisconsin Community Media to determine how many cable access stations are city operated and how many are contracted. She will also solicit comments from those that are city owned as to whether they are pleased with being city owned or not and how they were affected by ACT 42. She will share her results with the committee at next month's meeting.

Chairperson Nystrom asked Breanna to send an email to Bob Kulp and John Spiros alerting them to the CAP Act and expressing the Cable TV committee's wishes.

Breanna said she and Mary Cardona, Executive Director of Wisconsin Community Media have talked about doing a program in the studio about the CAP Act. This short form video could then be distributed to legislators, other stations and the public. They are hoping to do that in the fall.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Nystrom suggested that Breanna send thank you notes to her sisters, her mother and Carrie Lippert for their help with the Dairyfest parade.

Breanna said her mother found the 1990 Dairyfest Parade broadcast which was hosted by Don Nystrom and Marilyn Hardacre while she was cleaning out the conference room. She plans on re-airing it during the retro hour at some point.

Chairperson Nystrom asked if a special thank you could be given to Carrie Lippert for all the work she has done for MCTV.

CTV15-025 Motion by Gerl, second by Earll to authorize an expenditure up to, but not to exceed \$50.00 to provide an honorarium to Carrie Lippert for her extensive service provided in the last six months at MCTV's studio.

Motion carried

Breanna shared a photo of the new sandwich board that her grandfather made and her sister painted for MGTV. They are working on another sandwich board for MCTV.

Breanna and Brett attended the WCM Conference and they took lots of notes which they included in the Public Access Coordinator's report.

It was suggested to have decals made for the cameras.

Gerl asked how the fiber installation was going.

Breanna said she received an email from Technology Director Eng Ng last week informing her that the costs are going to be higher because the original conduit within the building itself is in a different location than they originally thought. Another budget resolution may be needed for this work. She emailed Eng regarding this and asked him if this cost could be negotiated with the Utility since we have a quote with a different price and this was their error.

CTV15-026 Motion by Gerl, second by Siasoco to receive and place on file the Public Access Coordinator's Report.

Motion carried

BILLS

The bill query reports for May and June were reviewed.

CTV15-027 Motion by Gerl, second by Earl to authorize payment of the following bills as presented:

May Invoices:

Advanced Disposal	\$ 58.34
B & H	161.46
Breanna Speth (Reimbursement)	246.10
Spectrum Business (04/26/15 to 05/25/15)	15.22
Spectrum Business (05/01/15 to 05/31/15)	264.38
Granicus (Invoices 63644 & 64256)	1,200.00
Quill	12.58
Telephone (City Hall)	.03
Walmart	5.00
We Energies (03/09/15 to 04/06/15)	10.66
VIDCOM, LLC (Reimbursements)	529.31
VIDCOM, LLC (Invoices 327 & 328)	<u>5,440.00</u>
Total	\$7,943.08

June Invoices:

B & H	\$ 210.42
Spectrum Business (06/01/15 to 06/30/15)	279.23
VIDCOM LLC (Reimbursement – Dairyfest Breakfast)	58.93
VIDCOM LLC (Reimbursement – Printing)	14.00
Walmart	13.91
We Energies (04/06/15 to 05/06/15)	14.62
VIDCOM, LLC (Invoices 329 & 330)	<u>3,120.00</u>
Total	\$3,711.11

Motion carried

FINANCIAL REPORTS

Breanna and Brett met with Finance Director Strey last week and we are on track to finish out the year. The first bills for the fiber installation came through and were attributed to the wrong line item, so they are working with Finance to get that changed to the right line item.

Chairperson Nystrom would like MCTV to buy their office supplies locally from OfficeMax, Walmart or Hillers if possible.

CTV15-028 Motion by Gerl, second by Siasoco to receive and place on file the financial report for the period of January 1, 2015 through April 30, 2015 and the financial report for the period of January 1, 2015 through May 31, 2015.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Monthly or quarterly report of number of hits that our programs are getting (Viewership/social media interest)
- Ideas from WCM Conference (Share one, two or three items each month.)
- Capital equipment list

Next meeting is scheduled for July 27, 2015 at 5:00 p.m.

Motion by Siasoco, second by Gerl to adjourn at 6:07 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 6/22/15

New Shows, June 8, 2015 (Since 4/26/15): for MCTV 98

New Visions Gallery: Marshfield Clinic Health Care Systems Employee Art Exhibit

Trinity Lutheran School: Happily Forever After

Rotary "Service Above Self" Honoring Jim Reigel

Computer TR Ribbon Cutting - April 24, 2015

Around the World with Columbus High School: Cancun

Insight: Ask the Mayor - May 2015

Chestnut Center for the Arts - Update

Tiger Tv: Episode 4 - Kindergarten

Council Preview of May 12 Meeting

Lutheran Social Services Job Fair - May 14

Columbus Catholic Schools Hair Donation Event

Cooking with Ruth: Episode 55 "Greek Salad Dressing"

UW-MWC Gallery 450 Student Art Exhibit

Peace Officer Memorial Day 2015

MACCI Small Business of the Year: Wildwood Animal Hospital & Clinic LLC

2015 Tourism Update & "Best of Marshfield" Awards Banquet

Chat with the Chief: Fire Department 5/15

Dairyfest Preview 2015

History Keepers of Marshfield

Ribbon Cutting: Food Safety LLC

Marshfield Past Present Future - Middle School Art Show

Insight: Ask the Mayor (Dairyfest Breakfast Special)

"A Walk Among Our Ancestors" - Historic Cemetery Tours

Adler Family Kodiak Bear Exhibit Groundbreaking at Wildwood Zoo

Christ Lutheran Church "My Rock in Whom I Trust" Spring Concert

About the Emerald Ash Borer in Marshfield

Dairyfest Parade 2015

Mayor's Breakfast - Dairyfest 2015 in Marshfield, Wisconsin

Cooking With Ruth: Episode 56 " German Pretzels & Currywurst"

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 Apr 2015
- MSTC Board of Directors May 2015
- Wood County Board of Supervisors Meeting – Apr 2015
- Wood County Board of Supervisors Meeting – May 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.

Vidcom (Dan, Juanita, Kevin) met with MCTV/Vidcom Staff (Breanna, Brett, Shirley) on April 20 to touch base face-to-face and reaffirm commitment to the future of the contract and station.

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

We have been utilizing Facebook a lot more. Please LIKE us and share our stuff to expand our “reach.”

New Sandwich Sign

Bill Haas (Breanna's grandpa) made two signs to have set out at shoots, based on this template:



WCM Conference

On April 30, Brett and Breanna went to Wisconsin Community Media Best of the Midwest Conference and Videofest. We attended workshops and the annual banquet (where we received awards for our videos). We learned a LOT and networked with stations from across the Midwest.

See attached packet for notes from the workshops.

WCM Board of Directors

Breanna is now a Board Member.

Noteworthy Programs

We received a lot of positive feedback from videos in the past two months, including the Columbus High School Hair Event, Chestnut Center Update, Paws for Brittany, Peace Officer Memorial Day, Historical Cemetery Tours, & Bear Pen groundbreaking...to name a few.

Dr. Funk – New Medical Series

Shirley will be hosting a new program with Dr. Dean Funk, which will explore various health areas. The first few programs will highlight suicide and depression.

Meet Your Alderman Series to Start Filming

We will be filming “Meet Your Alderman” again in the next month. This was well-received when we did it a couple of years ago. Shirley has been doing a great job contacting the aldermen.

New Shows

Some programs in pre-production include a show called “What's Crackin'?” about chiropractic health, a tour of Wastewater Treatment Facility, tour of the Governor Upham Mansion, program on book-writing with local author, Lisa Boero, and more...

Dairyfest Coverage

We filmed a preview program in-studio. The weekend of the event, we covered the Mayor's Breakfast (filming Insight at 10am and a separate program full of fun interviews with various attendees hosted by Carrie Lippert). Our live-broadcast of the parade went very well. We prepped a lot in the week prior, which helped. Jeff Cannon and Carrie were hosts. There was significant social media distribution of these videos through MACCI and other pages.

Charter Outage on 6/7-6/8

Received calls from viewers that the channels were displaying a black screen. We called Dwayne (our Charter contact) and he resolved within a few hours. It was a mapping issues with Charter’s main computer. The channel was working in Stevens Point and Owen-Withee, but not Marshfield, It has to be re-mapped and the boxes had to be restarted. This only affected the new Charter boxes.

Fiber

Fiber is installed. Just waiting on City IT to install technology elements. Should be here soon, within a month hopefully.

New Community Producers

- Drew Moede (Health Program)
- Dean Markwardt (repeat offender)

Correspondence

See attachments.

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: Staff to propose to committee, approve this summer
 - *We have a design we have been testing that we really like. We have a printout to show you.*



- Flyer: Single sheet to distribute at events, template to committee in early summer. Need to budget for this in 2016
 - *We have one that can be adapted to be event specific.*
 - *We have a brochure for general use.*
 - *We have printouts to show you.*

Technology

- Replacement Program: Adopt plan with estimated costs by August 1
 - *We have a three-year needs assessment outlined, with estimated costs.*

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)
 - *Agenda item at June 2015 Cable Tv Committee Meeting*