

**STRATEGIC PLANNING CABLE TV COMMITTEE MEETING MINUTES
SEPTEMBER 22, 2014**

The meeting was called to order by Chairperson Holck at 5:00 p.m. in Room 108 of City Hall Plaza.

PRESENT: Jim Daniels, Ed Gerl, George Holck, Dean Markwardt, Senen Siasoco, Shawn Warren and Alderperson Earll

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

PUBLIC ACCESS COORDINATOR'S REPORT

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

Kevin Kummer, Dan Kummer's son, introduced himself to the committee members. He has stepped in to help alleviate some of the strain for both Dan and MCTV as Dan deals with his health and focuses on his recovery. He said Breanna and Brett have been doing an amazing job keeping things running. Words can't describe how grateful he and Dan are. Things are running extremely smooth and they look forward to continuing keeping Cable Television running strong.

Committee members introduced themselves to Kevin.

Gerl asked if the intermittent issues from last month were resolved.

Breanna explained that a transmitter on McMillan Street that our signal goes to was dying and that is why we have had been having intermittent issues. They are replacing that transmitter tomorrow at midnight.

She said the government side is fine, except for the streamings and that has to do with the Granicus server. They had done some updates with some IP address thing and they were having issues. That has all been resolved and we now have a direct contact there.

Kummer said we now have a direct contact for Charter again as well.

CTV14-052 Motion by Gerl, second by Siasoco to receive and place on file the Public Access Coordinator's Report.

Motion carried

BILLS

The bill query report was reviewed.

CTV14-053 Motion by Markwardt, second by Earll to authorize payment of the following bills as presented:

B & H	\$ 16.20
Quill (Invoices 5435437 & 5668851)	128.28
Granicus, Inc. (Invoices 56862 & 57549)	1,200.00
Charter Business (09/01/14 to 09/30/14)	272.37
Charter Business (07/26/14 to 08/25/14)	15.21
Charter Business (08/26/14 to 09/24/14)	15.21
We Energies (08/04/14 to 09/03/14)	9.30
Advanced Disposal	58.34

VIDCOM, LLC (Invoices 292 & 293) 6,597.50

Total **\$8,312.41**

Motion carried

STRATEGIC PLANNING SESSION

Establish “baseline”:

Who are we now?

- Creative outlet
- Government conduit (provider) / community portal
- Locally produced programs
- Marketing/promotional tool for non-profits
- Community information source
- Educational info/services
- Community resources

What is our current mission and vision?

- To provide and promote local viewpoints and perspectives for our local community.
- Current Mission Statement: Allow and maintain video media access for all citizens of the City of Marshfield Wisconsin area and to enhance communication within the community.

Right now:

- Better at providing than promoting
- Good at “conduit” and transparency

What are our available resources?

- Resources/opportunities:
- Underwriting
- Branding/logo/etc.
- Grant writing

Analysis at present:

Strengths

- Studio is good
- Dedicated staff
- Computer equipment
- Programming quality
- Technical quality (for standard definition)

Weaknesses

- Cameras need to be replaced
- Need replacement schedule
- Standard definition
- Under staffed for expectations/opportunities
- Promotion/Community outreach

- Volunteerism
- Funding limitations

Areas for improvements

- Develop Plan for equipment replacement (including financing it!)
- Develop strategic plan (including staffing changes)
- Increase networking to solicit local programming
- Develop guidelines and standards for underwriting/sponsorship
- Develop logo/branding
- Performance metrics
- Reserve fund balance/use policy

RECOMMENDED ITEMS FOR FUTURE AGENDAS

None.

Next regular Cable TV Committee meeting is scheduled for October 27, 2014 at 5:00 p.m.

Next strategic planning meeting is scheduled for November 24, 2014 at 5:00 p.m.

Motion by Gerl, second by Markwardt to adjourn at 6:23 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report
Cable TV Committee Meeting 9/22/14

New Shows September 2014 (Since 8/20/2014): for MCTV 98

- Insight: Ask the Mayor (monthly)
- Insight: Wood County Sheriff Tom Reichert (monthly)
- Marshfield School Board Meeting (monthly)
- Cooking With Ruth – Episode 36 (Gazpacho)
- Cooking With Ruth – Episode 37 (Guacamole)
- Public Service Announcement: MAPS Dinner
- ALS Ice Bucket Challenge with Mike Warren
- Insight: Marshfield Civility Project
- Groundbreaking: Paget Equipment
- Vision. Hope. Safety. “End Domestic Abuse” Press Conference at City Hall
- Made in Marshfield: Felker Brothers Corporation
- Howie Sturtz Orchestra 2014
- Tiger Football vs. Wausau East
- Giving Hope A Home: Episode 5
- Marshfield Police Dept. Ride-Along “School Safety”
- Wildwood Zoo Grizzly Bear Exhibit Announcement
- Marshfield Public Library Owl Naming Ceremony
- Public Works Bus Tour

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: Journeys in Transparency (Breanna edited)

River Cities Community Access

- MSTC Board of Directors Aug 2014
- Wood County Board of Supervisors Meeting – Aug 2014

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.

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 now full time as our administrative assistant/PR representative.

Other News & Updates:

Charter

Channel 989 went out on September 7 and was out until 5:00pm on September 9. This was an issue on Charter's end, something with Channel mapping.

September 12-15

Channel was "scrambled". We worked with Dwayne at Charter to resolve this issue. A Charter transmitter is dying, but is scheduled to be replaced on 9/23, so we should not have these problem at all after that. Problem may occur intermittently between now and then. (PLEASE SEE Shirley's attached notes in regards to all Charter correspondence and issues.)

Central Wisconsin State Fair

Howie Sturtz was a huge success. We've received numerous positive calls about the program.

Hub City Times

Kevin and Breanna talked with Hub City Times about them embedding MCTV videos from our site onto their website. This would be great exposure for MCTV, and they are interested in pursuing the idea.

Underwriting

Shirley has been gathering information on underwriting and sponsorships, per our PEG Guidelines. She has spoken with other PEG stations and researched online. The goal is to move ahead with underwriting to help offset the costs of certain programming. She would like to present this information at a future Cable Committee meeting.

Granicus

On 9/9/14, our Granicus live-stream online service experienced an outage. After speaking with Granicus customer support, they have isolated the issue and it is now resolved.

Brett's report after speaking with Customer Service:

“What happened was for whatever reason the external IP address changed and the live-stream service could not communicate with the network. There are a few theories on why this may have happened. One possible reason is an ISP change or internet service provider at City Hall.

I am not sure if that is the case but we received no such notice of that change. Another possibility is that the city may have put that specific computer on an added block list or under a different firewall. We are looking into the root of that problem to make sure it does not happen again.

I will be in contact with the City’s IT department to find out if any such changes have been made and to reiterate the importance of communication with our department in any changes are to be made, so we can plan accordingly.

The customer service representative I spoke with was very helpful and went the extra mile by upgrading that computer's software to help prevent any further errors. I am now more versed in the error codes with Granicus and know which error to look out for and how to go about troubleshooting that issue.

I do not believe this will be a reoccurring event but again I will look in to the root cause to prevent further outages. Feel free to ask me any questions and I will do my best to answer them.”

Update: Breanna spoke with Eng at City of Marshfield and IT will now update us when they make changes to the network and computers at City Hall.

Programming

- We continue to expand our outreach with local nonprofits.
- As election season approaches, we are working with MACCI’s Business & Governmental Affairs committee on programming (“Questions for Candidates” program and a forum).
- We have a new volunteer host for programs. Carrie Lippert is a recent graduate of UW-Milwaukee, and majored in Broadcast Journalism. She is looking to build her resume.

Correspondence

1. Documentation of Charter Issues (from Shirley Gebert)
2. MAPS Dinner poster (Marshfield Area Pet Shelter did not find a corporate sponsor for their annual dinner, so as a thank-you to local media that have helped them get the word out about their mission, they have listed WDLB Radio and Marshfield Community Television as complimentary sponsors. MAPS volunteers have distributed more than 200 of these posters have been distributed throughout area communities.
3. Screenshot of Hub City Times website, embedding our Grizzly Bear Pen video
4. E-mail from Mary Cardona updating on the WCM’s filing regarding the merger of Time Warner and Comcast.