

**CABLE TV COMMITTEE MEETING MINUTES
SEPTEMBER 28, 2015**

The meeting was called to order by Chairperson Nystrom at 4:02 p.m. in Room 108 of City Hall Plaza.

PRESENT: Jim Daniels, Dean Markwardt, Don Nystrom and Alderperson Earll

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

EXCUSED: Ed Gerl, Jeremy Lenzo and Senen Siasoco

PUBLIC COMMENTS

Alderperson Earll announced that he is now a Charter customer.

APPROVAL OF MEETING MINUTES

CTV15-039 Motion by Markwardt, second by Daniels to approve the minutes of the August 24, 2015 meeting as submitted.

Motion carried

CORRESPONDENCE

An email was received from Mayor Meyer regarding the conduct of the camera operators. Appropriate action has been taken to remedy the situation.

Quarterly franchise fee payment in the amount of \$59,838.51 was received.

CAPITAL EQUIPMENT LIST FOLLOW UP

There were no changes since the last meeting.

Jim Daniels took Breanna and Brett on a tour of the Froehlke Center at the Marshfield Clinic and they looked at their robotic cameras. Breanna said it is an extremely expensive system and she doesn't think it will work for Marshfield Public Access.

PUBLIC ACCESS COORDINATOR'S REPORT

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

Speth reported that Shirley Gebert resigned her position as full time administrative assistant/PR representative. Stephanie Wienke will be replacing Shirley and she starts on Monday.

Carrie Lippert is back in town for a month and she has been hosting programs.

Our most popular Facebook post was Mayor Chris Meyer's interview; "Meet Your Alderman", which reached 669 people.

We are up to 17 subscribers and nearly 4,000 views on the YouTube channel. The highest viewed video was "Central Wisconsin's Got Talent" with 283 views.

Butler reported on Google Analytics online activity.

Speth reported that they distributed flyers at the Fair.

Speth attended the WCM Board meeting on September 9th via phone. A survey went out today asking Cable stations to provide input on their providers and the quality of their providers. The WCM Board is looking at putting some sort of petition together for providers that aren't doing their job.

Markwardt mentioned that he is still continuing to have problems with digital breakup. A black screen appeared again last night while he was watching "60 Minutes".

Chairperson Nystrom reported that he is also experiencing black screen periodically too; particularly with Channel 7.

Speth explained that this problem is something with Charter because the government and community channels will be down while the education channel is up and the community and education channels originate from the same system, so we know that it is something with Charter. There is no reason that two random channels should be down.

Butler believes the problem may be an issue with their digital boxes. Usually when we lose a channel it usually isn't the entire population that loses the channel. It is usually a group of people with an older model of the digital boxes.

Chairperson Nystrom asked Speth to share the committee's comments in regards to periodic interruptions on basic channels when she fills out WCM's survey.

New phones are up and phase III will begin soon.

Speth and Butler are currently working on a project for the Hardacre Park opening on October 15th, which will be shown on the big Mega screen. They are troubleshooting the audio.

The arrival of the Kodiak bears was discussed and Speth said she would like to get footage of that if possible.

CTV15-040 Motion by Earll, second by Markwardt to receive and place on file the Public Access Coordinator's Report.

Motion carried

UPDATE ON STRATEGIC PLANNING ACTION ITEMS

We made a flyer for the Fair.

The promo video is still in progress.

BILLS

The bill query report was reviewed.

CTV15-041 Motion by Daniels, second by Earll to authorize payment of the following bills as presented:

Advanced Disposal (July 31, 2015 & August 31, 2015)	\$116.68
B&H (Invoices 98281968 & 100069574)	173.75
Spectrum Business (08/26/15 to 09/25/15)	19.92
Spectrum Business (09/01/15 to 09/30/15)	281.02
Granicus (Invoices 67082 & 67820)	1200.00

Quill	69.46
Telephone (City Hall)	.04
VIDCOM, LLC (Reimbursement)	21.50
Walmart	34.74
We Energies (07/08/15 to 08/06/15)	9.57
We Energies (08/06/15 to 09/04/15)	9.57
VIDCOM, LLC (Invoices 340, 341, 342 & 344)	<u>10,880.00</u>

Total **\$12,816.25**

Motion carried

FINANCIAL REPORT

CTV15-042 Motion by Daniels, second by Markwardt to receive and place on file the financial report for the period of January 1, 2015 through August 31, 2015.

Motion carried

RECOMMENDED ITEMS FOR FUTURE AGENDAS

- Welcome new Cable TV Committee member Jeremy Lenzo

Next meeting is scheduled for October 26, 2015 at 5:00 p.m.

Motion by Markwardt, second by Daniels to adjourn at 4:33 p.m.

Motion carried

Lori A. Panzer
Deputy City Clerk

Public Access Coordinator's Report

Cable TV Committee Meeting 9/28/15

New Shows, September 17, 2015 (Since 8/14/15): for MCTV 98

Insight Ask the Mayor August
Howie Sturtz Interview
School Board 8/12/15
Portage County Humane Society MAPS
Parks, Recreation and Forestry
Central Wisconsin State Fair Preview
Council Preview 8/19/15
Cooking with Ruth Episode 61
Christ Lutheran Church Service
Christ Lutheran Worship Service
Fall Fest Preview
Insight: Wood County Sheriff
Christ Lutheran Church Service
Council Preview of 9-8-15
Cooking with Ruth: Ep 62
Police and Fire Commission
Marshfield Recovering Community
Insight: Ask the Mayor
Central Wisconsin's Got Talent
Parks, Recreation and Forestry
Howie Sturtz Farewell Concert
New Visions Gallery
Marshfield School Board
Public Works Bus Tour 2015
Christ Lutheran Worship Service
Marshfield Utility Commission
Cooking with Ruth: Ep 64
Council Preview of 9/22/15 Meeting
MAPS Dinner PSA

Channel 991 Meetings

- 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 Aug 2015
- Wood County Board of Supervisors Meeting – Aug 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 resigned her position as full time administrative assistant/PR representative. Her last day was September 15, 2015.

Dana Speth has been filling in as administrative assistant until a new person is hired. Interviews began on September 18.

Publicity/Updates

Social Media Update - FACEBOOK

As of September 17, we have 271 Likes on Facebook. (Up from 266 on August 11.)
 The Howie Sturtz post I shared last month reached more than 800 people at final count.

Our most popular post during the period from August 11-September 17 was Mayor Chris Meyer's interview on "Meet Your Alderman," reaching 669 people.

8:00pm is peak time for Facebook visits to our page.

 Published	Post	Type	Reach	Engagement
09/16/2015 4:15 pm	Marshfield Convention and Visitors Bureau is hosting Maple Fall Fest this weekend! Learn more about what fun activities are taking place, and get the details on the Chestnut Avenue Center for Arts new fundraiser! https://www.youtube.com/watch?v=yu27nZjlpJQ	<u>Photo</u>	15 Organic 15 Paid 0	1 0 1 0
09/16/2015 12:44 pm	Timeline Photos	<u>Photo</u>	36 Organic 36 Paid 0	1 1 1 1
09/16/2015 9:38 am	In case you missed it...our very own Ruth Elderbrook was on Channel 7 this morning! http://www.wsaw.com/home/headlines/LIVE-at-6-Maple-Fall-Fest-preview-art-recipes-more-327837041.html	<u>Link</u>	31 Organic 31 Paid 0	4 1 4 1
09/12/2015 5:20 pm	More angles...bear bridge at Wildwood Park & Zoo	<u>Photo</u>	58 Organic 58 Paid 0	11 1 11 1
09/12/2015 5:19 pm	The Bears have a bridge at Wildwood Park & Zoo!	<u>Photo</u>	66 Organic 66	3 1 3 1

desc Published	Post	Type	Reach	Engagement
			Paid 0	
09/10/2015 8:00 am	Insight - Marshfield's Own AM1450 WDLB with Mayor Chris Meyer is now online. Watch here! https://youtu.be/Hqpc-neJ7UU	<u>Link</u>	32 Organic 32 Paid 0	3 0 3 0
09/09/2015 5:25 pm	The Public Works Bus Tour leaves in 5 minutes...stay tuned for video!	<u>Photo</u>	35 Organic 35 Paid 0	2 1 2 1
09/09/2015 10:43 am	Howie Sturtz and his orchestra performed their farewell performance to a packed grandstand at the Central Wisconsin State Fair last week. Watch the historic concert here: http://youtu.be/fCbEymGHJt0	<u>Link</u>	195 Organic 195 Paid 0	17 5 17 5
09/09/2015 8:00 am	September is National Recovery Month. Learn more about local resources in this program: https://youtu.be/hepO1P_8yyn	<u>Link</u>	61 Organic 61 Paid 0	1 1 1 1
09/08/2015 2:45 pm	Central Wisconsin definitely has talent! Check out the finale performance from the Central Wisconsin State Fair! https://youtu.be/vkb8PTOIYY4	<u>Link</u>	29 Organic 29 Paid 0	4 0 4 0
09/04/2015 6:34 pm	Please drive carefully! Impatience can lead to danger or death!	<u>Shared Video</u>	35	4 4

desc Published	Post	Type	Reach	Engagement
			Organic 35 Paid 0	0 0
09/04/2015 3:00 pm	<p>Marshfield Community Television is hiring for an administrative assistant. Job Description: • Organize office operations & procedures • Manage daily correspondence • Manage usage data & reporting and monitor equipment check-outs • Maintain & update contact databases • Process invoices, maintain accounts payables & receivables • Process DVD orders • Design & publish Community Calendar submissions • Manage office inventory & housekeeping • Contribute to social media content & increasing online presence • Scheduling of government meeting camera operators • Granicus publishing agendas/minutes & clip trimming as needed • Set design/coordination/set-up as needed • Manage reception area & greeting • Plan & implement public relations initiatives to promote service • Design & disseminate marketing & promotional materials • Volunteer recruitment & retention • Intern programs & education development • Non-profit programming • Prepare & present information talks • Research funding & grant opportunities Please direct any questions to Breanna or Brett at 715-207-0379. Applications can be picked up at MCTV during regular business hours (9am-5pm, Monday-Friday), located at 101 W McMillan 1A in Marshfield, WI. Learn more about us at www.MarshfieldTv.com.</p>	<u>Photo</u>	17 Organic 17 Paid 0	3 3 0 0
09/04/2015 10:16 am	<p>Tune into Insight - Marshfield's Own AM1450 WDLB right now to hear Mayor Chris Meyer live from the Central Wisconsin State Fair! Program being filmed for rebroadcast on MCTV!</p>	<u>Photo</u>	101 Organic 101 Paid 0	4 4 3 3
09/03/2015 3:59 pm	<p>Full crowd at Howie Sturtz's last show!</p>	<u>Video</u>	110 Organic 110 Paid 0	14 14 8 8
09/03/2015 2:13 pm	<p>We are ready for Howie Sturtz at the Central Wisconsin State Fair!</p>	<u>Photo</u>	48 Organic	4 4 2 2

desc Published	Post	Type	Reach	Engagement
			48 Paid 0	
09/02/2015 6:34 pm	We are on-site at the Central Wisconsin State Fair to film Central Wisconsin's Got Talent!	<u>Photo</u>	51 Organic 51 Paid 0	11 2 11 2
09/02/2015 12:43 pm	Cooking with Ruth: Episode 62 "English Muffin Pizzas"	<u>Link</u>	38 Organic 38 Paid 0	1 0 1 0
09/01/2015 1:42 pm	Timeline Photos	<u>Photo</u>	99 Organic 99 Paid 0	0 1 0 1
08/28/2015 4:19 pm	Marshfield Community Television - Marshfield, WI shared Central Wisconsin State Fair's photo.	<u>Photo</u>	17 Organic 17 Paid 0	0 0 0 0
08/26/2015 8:49 am	This Thursday!	<u>Link</u>	23 Organic 23 Paid 0	0 1 0 1

desc Published	Post	Type	Reach	Engagement
08/25/2015 7:13 am	Welcome, Alex!	<u>Photo</u>	88 Organic 88 Paid 0	11 2 11 2
08/22/2015 7:06 am	Congrats, Hub City Times!	<u>Link</u>	271 Organic 271 Paid 0	18 5 18 5
08/20/2015 10:16 am	Tune in on August 27 to watch Howie Sturtz Orchestra performances from past years at Central WI State Fair, and for a special interview with Howie himself!	<u>Link</u>	411 Organic 411 Paid 0	24 3 24 3
08/13/2015 6:00 am	Though not an alderman, Chris is an integral part of the Common Council. What's the deal with that? Learn all about Chris and his interests in this episode of "Meet Your Alderman." https://www.youtube.com/watch?v=EYudm7kexmU&list=PL3GIbPsbDIDzXoLbnWWhlo-13I8SZ1ZfY&index=1	<u>Link</u>	669 Organic 669 Paid 0	44 11 44 11
08/12/2015 9:17 am	Howie Sturtz reflects on a legendary career in this interview, hosted by Mike Warren. Howie's final performance will take place on September 3 at the Central Wisconsin State Fair. http://youtu.be/-u8GRXDIXCw	<u>Link</u>	192 Organic 192 Paid 0	14 7 14 7
08/12/2015 6:30 am	In which country was Peter Hendler born? Learn this and more in this episode of "Meet Your Alderman" with City of Marshfield District 10 representative, Pete. https://www.youtube.com/watch?v=lhbZKuh7kKg&list=PL3GIbPsbDIDzXoLbnWWhlo-13I8SZ1ZfY&index=2	<u>Link</u>	40 Organic 40 Paid	1 0 1 0

desc Published	Post	Type	Reach	Engagement
			0	
08/11/2015 7:47 am	In studio yesterday...the man, the legend: Howie Sturtz! As his final live performance approaches, host Mike Warren sat down with Howie to reminisce about an amazing career and fond memories of years gone by... Stay tuned for video!	<u>Photo</u>	804 Organic 804 Paid 0	103 103 51 51
08/11/2015 6:20 am	See whom Tom Buttke brings in as his special guest and hear about his involvement in the Zoological Society! Learn more about Tom, City of Marshfield alderman for District 9, in this episode of "Meet Your Alderman." https://www.youtube.com/watch?v=IE5_sgM8GXs&index=3&list=PL3GIBpSbDIDzXoLbnWWHo-13I8SZ1ZfY	<u>Link</u>	42 Organic 42 Paid 0	0 0 0 0
08/10/2015 10:56 am	Marshfield Community Television - Marshfield, WI's cover photo	<u>Photo</u>	77 Organic 77 Paid 0	2 2 0 0
08/10/2015 6:00 am	What does Rebecca Spiros wish more citizens of Marshfield would consider doing? Tune in to find out! Learn more about Rebecca, City of Marshfield alderman for District 8, in this episode of "Meet Your Alderman." https://www.youtube.com/watch?v=O2wTABEANmU&index=4&list=PL3GIBpSbDIDzXoLbnWWHo-13I8SZ1ZfY	<u>Link</u>	37	

YouTube Channel Update
17 subscribers • 3,699 views



Marshfield Community Television

Created: Feb 21, 2014 • Videos: 93 • Lifetime views: 7,021

CHANNEL

Last 28 days (Aug 19, 2015 – Sep 15, 2015)

Performance



Engagement



Top 10 Videos

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Video	Views	Estimated minutes watched
Central Wisconsin's Got Talent! - September 2...	283 (23%)	2,942 (33%)
Marshfield Recovery Community - September ...	234 (19%)	1,443 (16%)
Howie Sturtz Interview - August 10, 2015	89 (7.2%)	1,039 (12%)
Central Wisconsin State Fair Preview 2015	47 (3.8%)	149 (1.7%)
Marshfield Recovering Community	45 (3.7%)	352 (3.9%)
Tour of Governor William H Upham House (Up...	39 (3.2%)	223 (2.5%)
New Visions Gallery: Metalpoint Selections fro...	38 (3.1%)	145 (1.6%)
Maple Fall Fest Preview (& Chestnut Center "L...	36 (2.9%)	147 (1.6%)
Council Preview of September 8, 2015 Meeting	35 (2.8%)	320 (3.5%)
Howie Sturtz Orchestra - Farewell Performanc...	33 (2.7%)	575 (6.4%)

Google Analytics (Online Activity)

The full report is included in the attachments. It shows the sessions from June 20-July 15 and July 15-August 10. Our sessions have increased by 27%. The number of users and page views have also increased. The pages per session and session duration has decreased marginally. The bounce rate continues to increase (which is great, because this means visitors are going from one page to another on our website). In summary, this shows that our numbers are trending upwards. We had a spike after the Hub City Times article on “Meet Your Alderman.”

Central Wisconsin's Got Talent

The Central Wisconsin State Fair hosted the finale for the “Central Wisconsin’s Got Talent” talent show. We filmed the event and supplied the interview videos included within the program. The program was very popular.

Cooking with Ruth at Fall Fest

Ruth and Gary Elderbrook hosted a live cooking segment at Maple Fall Fest this year (September 19). We filmed and it went really well.

WCM Update

Breanna attended a WCM Board Meeting on September 9 (via phone).

Hardacre Park Program

We are continuing work with Paul Rogers on a program highlighting the Hardacre Park project.

Howie Sturtz

We filmed Howie's Farewell Performance at the Central Wisconsin State Fair on September 3.

Fiber

Fiber is installed. Phase II (installation of the VoIP phones) is completed. Phase III (Hooking up our computers to the fiber network) will begin soon.

Remote Cameras

We toured the Froelke Center on 9/1/15 with Jim Daniels.

PDC Videos

We are working on a video with PDC for October's Domestic Violence Awareness Month.

Lots of Meetings

There will be a lot of Government meetings this month (and there were last month) as there have been a lot of special meetings and there will be budget meetings. We'll be very busy with those!

Correspondence

None of significance.

Strategic Planning Action Item Updates

Branding/Marketing

- Flyer & Brochure is completed: In order to print, will need to budget for this in 2016

Technology

- Replacement Program.

Financial Management

- Reserve Balance: Review with staff, committee, and finance director (June/July)
 - *This is not started yet.*

Communications

- Promo Video: Develop promo video for home page of website and other PR uses (Goal, fall 2015)
 - *We want to show you what we have so far! ☺*

Human Resources

- Organizational change: Have discussion with Vidcom on future plans (start by late spring/early summer)