CABLE TV COMMITTEE MEETING MINUTES
JULY 28, 2008

The meeting was called to order by Chairperson Patterson at 5:00 p.m. in Suite 1 of the Community Plaza II building, 101 W. McMillan Street.

PRESENT: Jamieson Adler, Jim Asplin, George Holck, Mike Kobs, Don Patterson, Dale Yakaites and Alderperson Wagner
ALSO PRESENT: Public Access Coordinator Dan Kummer, Deputy Clerk Panzer and Bill Penker

Chairperson Patterson welcomed new Cable TV Committee member Dale Yakaites.

PUBLIC COMMENTS
Bill Penker of 600 South Sycamore Avenue spoke in regards to the mailing that Charter Communications sent to its customers recently explaining the new line-up of programs. His wife, Cynthia sent a letter to Alderperson Wagner with the following concerns:

1. The channel line-up effective date on the NEW Channel Line-Up page is different than the effective date listed in the letter.
2. The Public Affairs Neighborhood is mentioned six times in the letter, but there is no Public Affairs Neighborhood listed on the NEW Channel Line-Up Page.
3. The so-called PEG Channels are not listed individually in the NEW Channel Line-Up.
4. The letter makes note of a "line-up card." There was no card included in the letter. The line-up is a printed page. Many senior citizens will be looking for "the card".
5. I have a TV set; I have cable service. I don't care about CableCards, QAM tuners, etc. Just tell me what I have to do to get the new channels.

Mr. Penker also mentioned that his wife went to Charter's Marshfield office to pay their Charter bill and they wouldn't talk to her about anything on this Channel Line-Up, because she was not the subscriber.

Asplin explained that this is probably because of mandates. If you have a cell phone and you have ten people listed on your account only the person listed at the top of the list can ask for information on that account. Everybody else who is on the account can't get information about it or do a thing to it.

Chairperson Patterson said he had the same situation and in his case his wife is the account holder.

Deputy Clerk Panzer will forward Cynthia Penker's letter to our Charter Representative, Mike Hill.

Kummer suggested that all complaints get forwarded to the Wisconsin Department of Agriculture Trade and Consumer Protection.

APPROVAL OF MEETING MINUTES
CTV08-041 Motion by Kobs, second by Yakaites to approve the minutes of the June 23, 2008 meeting as submitted. All Ayes.
Motion carried

CORRESPONDENCE
A letter was received from Charter Communications announcing a new channel line-up.

Kummer mentioned that the letter doesn't say what customers will have to pay for the digital converter

box which will allow them to receive the PEG Channels that are now on the digital portion of the basis tier.

Committee members are anticipating problems with people understanding the digital versus what box is what. The digital converter box that they are getting a $40.00 coupon for from the Government is different from the digital box that Charter is probably going to charge a $5.00 a month fee for.

Kummer said that he has been running a six minute Public Service Announcement that talks about all of those issues one by one in a simplified manner that should be understandable for the general public.

Deputy Clerk Panzer received four Charter customer complaints by email. None of them were from City of Marshfield residents.

Kummer shared and explained a letter that the WAPC (Wisconsin Association of PEG Channels) sent to Mr. Tim Vowell, Director of Government Relations regarding Proposed Digitalization of PEG Channels.

DISCUSSION ON LICENSING COMMUNITY PRODUCERS/CREATING A POLICY
Kummer distributed the current policy for certifying Community Producers.

Alderperson Wagner said he talked with some of the Community Producers about this matter and the following items are a few of their suggestions:

1. Add language saying that the privilege of being a Community Producer can be taken away. The current policy doesn't say that this privilege can be taken away.
2. There should be a grandfather clause for those that are already Community Producers.
3. Before anyone can become a Community Producer they would have to dedicate a certain number of hours as a volunteer camera man, editor or producer, so that they have actually worked for the Public Access Station.

Alderperson Wagner mentioned the need for another member to serve on the subcommittee to review the PEG Guidelines.

George Holck volunteered to serve on this subcommittee.

Alderperson Wagner and Mike Kobs will set up an appointment with City Attorney Hutchinson to review the Marshfield Cable Television Franchise Ordinance. In the meantime, they will review the PEG Guidelines and then bring those back to the Cable TV Committee for review.

The subcommittee will meet before the next regular Cable TV Committee meeting in August to review the PEG Guidelines.

UPDATE ON GRANICUS DEMONSTRATION
A demonstration of streaming video and video on demand of government meetings on the City's web site with Granicus is scheduled for Wednesday, July 30th at 1:00 p.m. in the Council Chambers.

DISCUSSION ON STREAMING VIDEO AND VIDEO ON DEMAND OF GOVERNMENT MEETINGS ON THE CITY'S WEB SITE
Granicus is just one of two or three different options that may be presented at some point very soon.

The advantage to the Granicus system is indexing to the agenda, which allows people to go right to the correct spot of the meeting. The disadvantage to the Granicus system is the cost.

Discussion was held as to where the funding for something like this would come from. Cable TV Committee members feel that it shouldn't all come from the Cable TV Committee, because they are not representing 100% of the people in our community. They feel that some of the money should come from City funding, because there would be people using it who aren't PEG subscribers.

Kummer explained another option that he is looking into. Nexus is the system that we use now and it is an automation system that takes all of our video and plays it off of a hard drive. We have been in the process for the last four years to go digital at the Public Access Station building which is done, but also to put digital down in City Hall for Channel 3. Putting the newer model of Nexus in the budget will allow us to capture the meetings and also allow us at the same time to send a file that is meant specifically for the web that goes to their web site which is then linked to the City's web site at a much lower cost. With the Nexus system video would not be streamed right away. It is streamed after the fact.

PUBLIC ACCESS COORDINATOR'S REPORT
Kummer presented the Public Access Coordinator's Report for the period of June 23, 2008 through July 28, 2008. (See attached report.)

CTV08-042 Motion by Holck, second by Asplin to receive and place on file the Public Access Coordinator's Report. All Ayes.
Motion carried

Kummer said that he did notice that we are being broadcast on digital, 90.2.

BILLS
The bills were reviewed.
CTV08-043 Motion by Asplin, second by Adler to authorize payment of the following bills as presented:

Charter Business	$ 138.43
Menards	145.00
EO Johnson (Invoices 28079332 & 28090023)	159.98
The Tape Company (Invoices 684069 & 685185)	286.18
Telephone (City Hall)	.26
United Rentals	77.00
COMP-U-PLUS	649.95
WAPC	500.00
Walmart	19.96
Veolia Environmental Services	19.58
B & H	95.59
OfficeMax	24.99
Vidcom, LLC (Invoices 1466 & 1468)	3,371.50
Total	**$5,488.42**

All Ayes.
Motion carried

2009 BUDGET PROJECTIONS
Kummer and Chairperson Patterson explained the projected 2009 budget in detail.

Dropping the Info Channel maintenance is a savings of about $4,000.00 a year. We can still keep our Info Channels and we can still move them to Channel 3. At some point we may not need Info Channel or we will just use it on Channel 99. If we get the new Nexus box for Channel 3 it has a messaging system that we could use.

Chairperson Patterson explained that the School to Work funding is something that we have been talking about for a year to get an internship program going. Jane Wagner budgets $3,000 a year per student. Each student works 10 hours per week. Dan would like more than one student, so he budgeted for two students. This would allow us to put more things onto Channel 99. It is a real inexpensive way for us to upgrade Channel 99. Not to mention that most of those things can be broadcast on Channel 10. We would be able to have kids not only working in the studio, but getting out and doing some camera work for school events and activities. We could start one at the beginning of the school year and then start another one at the middle of the school year, so that we are getting one coming in every 6 months.

Advantages to having the School to Work Program:
1) Connection with the Schools
2) Opportunity to set up a program

Our editing system that is used every week several times a week is aging and sometimes failing. We have been nursing it along, but it is getting old and we are looking at going to a Mac system.

CTV08-044 Motion by Asplin, second by Holck to approve the proposed 2009 budget as submitted. All Ayes.
Motion carried

FINANCIAL REPORT
CTV08-045 Motion by Kobs, second by Wagner to receive and place on file the financial report for the period of January 1, 2008 through June 30, 2008. All Ayes.
Motion carried

AGENDA ITEMS TO BE PLACED ON THE AUGUST 25, 2008 AGENDA
- Review PEG Guidelines
- Discussion on School to Work Program
- Discussion on Granicus demonstration
- Update on Streaming Video and Video on Demand of Government meetings on the City's Web Site

Next meeting is scheduled for August 25, 2008 at 5:00 p.m.

Motion by Holck, second by Yakaites to adjourn at 6:29 p.m. All Ayes.
Motion carried

Lori A. Panzer
Deputy City Clerk