

**CABLE TV COMMITTEE MEETING MINUTES
OCTOBER 26, 2009**

The meeting was called to order by Chairperson Patterson at 4:33 p.m. in the 1st Floor Conference Room, Suite 108, City Hall Plaza, 630 South Central Avenue.

PRESENT: Jamieson Adler, George Holck, Mike Kobs, Don Patterson, Dale Yakaites, Alderperson Wagner and Brian Sauer (arrived at 4:35 p.m.)

ALSO PRESENT: Deputy Clerk Panzer

Due to the absence of newly appointed Cable TV Committee member, Brian Sauer and the Public Access Coordinator; Chairperson Patterson modified the agenda.

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

CTV09-055 Motion by Wagner, second by Yakaites to approve the minutes of the September 28, 2009 meeting as submitted. All Ayes.

Motion carried

CORRESPONDENCE

None.

UPDATE ON CHANNEL 99 GIVEN BY DALE YAKAITES

Yakaites reported that Channel 99 is up and running. He has been working with Dean Markwardt on the School Focus program and that is finished now and will start broadcasting tomorrow. The School Focus program is not related to Channel 99 other than it advertises there. Right now Marshfield Public Schools and Immanuel Lutheran are the only schools that have messages on the message board. He will be meeting with three people from the Marshfield Area Catholic School System to get them up and running very soon. There are some programs on Channel 99 that Dan Kummer has worked on in addition to the School Board.

Kobs asked if the School Focus program was being done from each individual school or if it was done from the central office for Marshfield Public Schools.

Yakaites said the School Focus program is being produced right at the Cable Studio. The program got started, because Dan Kummer talked to Dean Markwardt for a couple of years about coming back and hosting another program for the educational channel and Mr. Markwardt recently decided it was a good idea. Dean Markwardt is the host, Dan Kummer is the Studio Director and Dale Yakaites is the Executive Producer. The two interns will also be involved. They were suppose to be doing the video editing on the first one, but because they already had so many other projects in the works Kummer asked Yakaites if he would help out, so he did the video editing on the first one.

Yakaites puts the stuff for the High School on the messaging board and Immanuel Lutheran puts their own on. Yakaites hopes to have the Marshfield Area Catholic School System trained soon. Once they are trained they have access through the internet. It is an internet run program that allows them to go right in on their desktop computer or any computer anywhere and create message slides and put some backgrounds behind them.

Kobs asked if Marshfield High School is the only public school that is on the message board.

Yakaites said the schools are not divided by individual schools. The Marshfield School District is one of the community organizations, Immanuel Lutheran is a community organization and MACS was and again will be a community organization. He believes that Kummer has the two apprentices listed as having access to it if they want to post some of their work. We will also try to get Mid-State and the University as well.

Chairperson Patterson welcomed new Cable TV Committee member, Brian Sauer and introductions were made.

DISCUSSION/CONSIDERATION OF INSTALLING AN ELECTRICAL OUTLET FOR A THIRD CAMERA IN THE COUNCIL CHAMBERS

Wagner said he was unable to find the email that he received from Mr. Donath regarding this issue. Mr. Donath claims that the cabling was all he budgeted for. The cabling is up there for the camera, but not the electrical. Wagner doesn't know how Mr. Kummer, Mr. Donath and Mr. Pokorny somehow missed the fact that we need electrical work if we have the camera up there. Mr. Pokorny talked with Mr. Kummer and Mr. Kummer was going to ask the Cable TV Committee to allocate money for the electrical outlet.

Discussion followed on whether or not the City or the Cable TV Committee should pay for the electrical outlet.

Yakaites said quite often when you lease a building from someone for your business the person who owns the building will modify the building to fit your needs as a business.

CTV09-056 Motion by Yakaites, second by Kobs to install an electrical outlet and a shelf for a third camera in the Council Chambers not to exceed the amount of \$400.00. Holck voted Nay, rest Aye.

Motion carried

Alderperson Wagner phoned Dan Kummer to see if he was coming to the meeting.

BILLS

The bills were reviewed.

CTV09-057 Motion by Yakaites, second by Adler to authorize payment of the following bills as presented:

Dean Markwardt (Reimbursement)	\$	21.09
The Tape Company		169.19
We Energies		7.84
Veolia Environmental Services		30.76
Hillers True Value		10.99
Spring Green Floral (Invoices 92158, 92205 & 92320)		9.50
Granicus, Inc. (Invoices 14415 & 14852)		1,200.00
Charter Business		<u>130.85</u>

Total **\$1,580.22**

All Ayes.

Motion carried

FINANCIAL REPORT

CTV09-058 Motion by Wagner, second by Holck to receive and place on file the financial report for the period of January 1, 2009 through September 30, 2009. All Ayes.

Motion carried

Recessed at 4:56 p.m. to allow Dan Kummer time to get to City Hall.

Dan Kummer and Jay Holbrook arrived at 4:59 p.m.

Reconvened at 5:04 p.m.

PUBLIC ACCESS COORDINATOR'S REPORT

Kummer presented the Public Access Coordinator's Report for October 2009. (See attached report.)

Camera research has not been completed. Kummer will bring recommendations forward at a later date.

Kummer and Holbrook distributed Legislation information about Act 42 and Granicus Top Ten reports.

Aldersperson Wagner said he has a friend that is a Communications Director at Lake Bradley High School in Florida and they run a show every morning from the School System of announcements and school news and he asked if that was something that the interns could do on Channel 99.

Discussion followed and it was determined that we don't have the capability to run this from the High School at the present time. A show could be run from the studio, but that would be difficult for the students to run back and forth from the school to the studio every day.

Kummer announced that remedial legislation for PEG channels is going to be introduced by State Representative Gary Hebl, Democrat of Sun Prairie to repair Act 42. He explained what Act 42 did to some of the PEG channels funding, consumer protection and some of the promises it made and what the amendment would do.

Kummer will draft a letter in support of the amendment to Act 42 and have Chairperson Patterson sign it.

Kobs asked Kummer how long it takes to edit a program by the time it is taped to the time it gets put on the air.

Kummer said it depends on the scope of the program, how much subject matter it has and how long it takes. It could take 20, 30 or 40 hours to get a program finished and we only have ten hours in a week that the interns can work.

Kobs said the football games are turned around in a couple of days, but the Fire Station Groundbreaking that was held September 30th hasn't aired yet.

Kummer said the Fire Station Groundbreaking has been completed and will air this week.

Yakaites explained that so much depends upon how much titling you have to put on, how many other overlays and how much you have to put pieces of it together. Extra tape and photos have to be overlaid on top of the interview and it is not hard, but it is very tedious.

CTV09-059 Motion by Holck, second by Yakaites to receive and place on file the Public Access Coordinator's Report. All Ayes.

Motion carried

Aldersperson Wagner left at 5:21 p.m.

Discussion followed on whether or not the interns are valuable or if they are slowing the Public Access Station's process down.

The differences between editing football broadcasts and the Fire Station Groundbreaking were discussed in detail.

Holbrook said none of it is simple. We have a network of computers and a network of problems and the interns have multiple projects that they are juggling. When this report was written there were six projects out there on their plates. They are wading through these six projects. They may have shot them in a short period of time, but then we have to back them off of more shooting, so that they can actually start getting projects done. When they get the project all edited it takes a whole night to render that project out. We often times can run into a physical bottleneck with programs, so sometimes things get shuffled around.

Kobs wondered if the programs under the contract as the Public Access Coordinator were suffering because we are doing things under Vidcom.

Holbrook said the Fire Station Groundbreaking is a bad example, because it wasn't a program that they planned to do. It was a last minute thing. It was shot through Vidcom's equipment, because we happened to be working on another project through Vidcom with the Fire Station.

AGENDA ITEMS TO BE PLACED ON THE NOVEMBER 23, 2009 AGENDA

Normal agenda items.

Next meeting is scheduled for November 23, 2009 at 5:00 p.m.

Motion by Kobs, second by Holck to adjourn at 5:34 p.m. All Ayes.

Motion carried

Lori A. Panzer
Deputy City Clerk