

**AGENDA**  
**COMMUNITY MEDIA COMMITTEE**  
**MONONA CITY HALL – LARGE CONFERENCE ROOM**  
5211 SCHLUTER ROAD  
Thursday, March 10<sup>th</sup>, 2016  
6:00 P.M.

1. Call to Order
2. Roll Call
3. Approval of minutes from the February 11th, 2016 meeting
4. Appearances
5. Old Business
  - a. WVMO updates.
6. New Business
  - a. WVMO Neon Sign
  - b. YouTube viewing analytics
  - c. Compile topics for Community Media Retreat
7. Miscellaneous Business
  - a. NA
8. Adjournment

**If you cannot make the meeting, please notify Will Nimmow @ 608-513.6160.**

Thank you for your service.

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The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**MEETING MINUTES**  
COMMUNITY MEDIA COMMITTEE  
**MONONA CITY HALL – LARGE CONFERENCE ROOM**  
5211 SCHLUTER ROAD  
Thursday, February 11th 2016  
6:00 P.M.

1. **Call to Order** – Mary O’Connor called the meeting to order at 6:04PM.
2. **Roll Call** - Mary O’Connor, Will Nimmow, Lindsay Wood Davis, Paul Meyer, Susan Manning, Bob Bocher, and Eric Redding. Also present was Justin Janness and Matt Bittorf. Dan Olson and Carl Davick were absent from the meeting.

3. **Approval of minutes from the January 14 , 2016 meeting.** Lindsay Wood Davis made a motion to approve the minutes and Eric Redding 2<sup>nd</sup> the motion.

4. **Appearances** - Nathan Suthern, spoke about his project with MMI and WVMO. His capstone project at MMI will consist of working with Will Nimmow and others at WVMO to establish a social media campaign strategy for the station, as well as producing some music beds to be used for Public Service announcements.

5. **Old Business**

a. *WVMO Updates:* Lindsay Wood Davis (LWD) discussed the push for promoting more public safety PSA’s. He indicated that he hopes WVMO moves to promoting public safety in Dane County as well, including teaming with County Representative Robin Schmidt. Lindsay indicated that WVMO finally has a local music program pioneered by Laura Homburg, in her studio, (Lo Marie Studios). Volunteer Joe Martin is working with her to do the polishing and finalizing of the recording for radio playback. LWD mentioned that City Administrator April Little has been very involved with the station since day one. Fishing reports have started to appear on the radio station as well. LWD told everyone about the scheduled August 20<sup>th</sup> One Year Anniversary for WVMO Concert in Firemans Park. LWD applauded the Library for continuing to be so involved. LWD showed everyone a picture of the Good Humor Ice Cream truck that will become the WVMO Remote Vehicle being restored by Greg Anderson. LWD explained how the monthly reports will work for the radio station and how they will be filed. LWD then explained the Radio Data Broadcasting System (RDBS) available for WVMO. LWD then finalized by explaining that the WVMO website is still under construction and will be utilizing the Spintron service to provide online playlists.

Eric Redding asked if political discourse was going to be part of the programming during this election year. LWD indicated that there had not been a deep discussion about the topic, but getting directly involved with specific candidates, groups or political affiliations was off the table. LWD said Joan Andruz has done a great job of getting information about voting onto the radio station. Paul Meyer asked if she could get on the air to remind people where to vote and when. Susan Manning indicated that the High School Referendum was on the ballot and it was very important that any information about the referendum be handled according to specific guidelines by the state. LWD and Susan Manning thought Dan Olson was the best candidate to get information from on this topic. LWD said that the biggest thing is that there cannot be a call to action in this announcement. LWD thought that it might be best to have WVMO do the referendum PSA and leave everyone else out of the mix and Eric Redding agreed. Susan

Manning asked how best to get into the station to record information. Will Nimmow indicated that email was the best way to get things done for him. Paul Meyer very much thought we needed to avoid having elected officials who are running for office on the air during election time.

b. *UniverCity Alliance & 5NINES Update:* Will Nimmow had no updates from 5NINES. The University Project is moving forward. Will Nimmow passed out paperwork that indicated the UW classes that the Connected Monona project had been assigned to already. Will Nimmow outlined the four classes including Wifi Technology and Energy Use, Framework for a CityWide Wifi and scenarios for deployment, Case Studies and research on cities who have already deployed such a system and Wifi Routers that act as an App. Will Nimmow indicated that one of the professors who runs the Wifi Router Applications class will be presenting his technology at City Hall the following Monday.

## 6. **New Business**

a. *3 to 5 year goals for Monona Community Media:* Will Nimmow explained that he would like to begin thinking about where Monona Community Media is going in the next 3 to 5 years. Are we more than a Cable Access Channel? Do we want to be?

Eric Redding indicated that McFarland Village Board looks at the goals of the City each year and decides how to prioritize them. Eric Redding then suggested that the Community Media Committee hold a similar retreat that discusses only our long term goals. Paul Meyer indicated that there are a lot of different aspects to Community Media and there will be plenty of items to discuss. Will Nimmow said he would like to discuss other avenues other than content creation and explore other services Community Media can provide. Eric Redding asked if we would need a special retreat meeting or if we would use the same location and day. Will Nimmow thought the same day would be good, but perhaps a different location. Will Nimmow also wanted to look into additional free services that Community Media could provide.

b. *UniverCity Alliance additional research items:* Will Nimmow asked if anyone had any input or questions about this project. Eric Redding mentioned that he would want the cost benefit analysis to look at more than Wifi infrastructure. Eric also thought it would be a good idea to contact other municipalities in Wisconsin about how they have deployed their system.

## 7. **Miscellaneous Business**

a. NA

8. **Adjournment** – Paul Meyer motioned to adjourn the meeting and LWD 2<sup>nd</sup> the motion. The Meeting was adjourned at 7:02PM

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