

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
MONONA CITY HALL – LARGE CONFERENCE ROOM
5211 SCHLUTER ROAD
Thursday, January 14th 2016
6:00 P.M.

1. **Call to Order** – Mary O’Connor called the meeting to order at 6:06PM.

2. **Roll Call** - Mary O’Connor,, Will Nimmow, Lindsay Wood Davis, Paul Meyer, Susan Manning, Bob Bocher, Carl Davick and Eric Redding. Also present was Justin Janness and Matt Bitorff. Dan Olson was absent from the meeting

3. **Approval of minutes from the October 8th, 2015 meeting.**

4. **Appearances** – City Administrator, April Little

5. **Old Business**

a. *2016 Capital budget purchases and estimated installation timelines* – William Nimmow indicated that all capital budget items had been approved by council and that Media Coordinator, Justin Janness was working on an updated equipment list and schematic for the capital equipment items. Susan Manning asked if the budget covered all the equipment that we were wanting. Will Nimmow indicated that the budget did not include studio cameras. Paul Meyer asked if the remodeling timeline of the high school had a play in the equipment purchase and planning. Will Nimmow and Susan Manning indicated that the remodeling of the school would be a ways down the road as the Facilities Planning Committee meets and discusses next steps, as well as the outcome of the referendum.

b. *WVMO updates.* – Lindsay Wood Davis indicated that the station is doing great for only five months into live broadcasting. Lindsay said that the choice to not put out too many programs right away, allowing us to digest what we have. He also indicated instead of adding more music shows we will work to produce public safety programming and gathering volunteers to help with production. Short form programming is another focus area for the next year. Lindsay indicated that gathering Lo Marie has been very successful and is currently producing our local music programming with interviews and music. Lindsay also mentioned the Girl Scouts of America programming and the Glacial Drumlin Middle School bullying programming that has been a great addition to our short form line up. Lindsay reminded everyone that our FCC license mandates we broadcast public safety content within our programming. Will Nimmow added that we will add more programming outside of music but we will be taking a pause on adding music programming. Will Nimmow also mentioned that we need more participation with Monona Grove High School. Lindsay added that we are working to get the City Administrator to give bi-weekly updates on what is happening at City Council this week. Paul Meyer indicated that he is excited to get the WVMO phone system working so that we can take call-ins from the community. Lindsay said that MESBA will hopefully do more with the station as well. Susan Manning said she is getting comments about the station everywhere she goes. Paul Meyer mentioned that technically the station is very well off and John Bauer and Mike Norton are doing a great job making sure our Emergency Alert System is working as advertised.

c. *Update of council approval of Operating Budget* – William Nimmow indicated that City Council had approved the 2016 Operating Budget as presented.

6. New Business

a. *Review 2016 UniverCity Alliance “Connected Monona” Project Description draft*

b. *Review 5NINES citywide wifi proposal.* – Will Nimmow outlined the 2016 UniverCity Alliance project and the 5NINES citywide WiFi proposal together. Mary O’Connor informed the committee that the city of Monona now has a partnership with the UW which will focus on 4 different areas. Will Nimmow explained what the “Connected Monona” project relationship will look like and what the preliminary expectations will be. Will Nimmow explained that the project will include research and possibly some development of a municipal broadband infrastructure.

Will Nimmow continued to explain how the mayor had come across two community members who had inquired about the city of Monona pursuing city-wide Wi-Fi. Will Nimmow also informed the committee about the Mayors meeting with Todd Streicher from 5NINES, (web-hosting, internet service providing company) who use to live in Monona and has some ideas on how city wide WiFi might be achieved. Todd then met with Will Nimmow and the two community members about costs of the WiFi system and how payment might work. So, the mayor wants the UniverCity Alliance project to research the feasibility of city-wide WiFi in Monona and he wants 5NINES to provide a test system that we can utilize to see if a Wi-Fi infrastructure could physically work as advertised.

Paul Meyer mentioned that this type of technology and internet feasibility had been brought up before many years ago with Mad-City Broadband. Bob Bocher mentioned that municipalities who partner with the private sector to provide alternative broadband options is becoming very popular and Madison has committed \$80,000 to research the feasibility of a city-wide WiFi infrastructure. Bob Bocher also mentioned that there is legislation that has been passed which outlines the criteria that municipalities must follow to achieve a citywide WiFi infrastructure. Eric Redding asked whether 5NINES would be the only company that Monona would tap to provide the WiFi infrastructure. Will Nimmow indicated that 5NINES is being used as the test bed for figuring out the price structure, technical and servicing feasibility of the project. Lindsay Wood Davis thought that if other companies would be involved with providing a bid, he felt Charter Communications should be contacted for the opportunity.

Bob Bocher indicated that he was not confident that enough community members would want to make the switch to a new internet provider and wondered what would be the city’s incentive to make the switch, especially since WiFi is not as reliable as wired Ethernet.

Will Nimmow indicated that the Mayor is hoping to put together a city-wide survey to see how many residents would be interested in a new wireless internet provider. Based on that survey he hopes to get a better idea if the project is even worth moving forward with additional research and resources. Will Nimmow indicated that the University students would be the ones who would do most the research in regards to the legality of a system, including servicing, operations, and logistics. Will Nimmow indicated that how the billing would work, is another component that the University students would research and provide options.

Lindsay Wood Davis indicated that Reedsburg has their own WiFi and the citizens love their service. Paul Meyer indicated that the demographics of his neighborhood are changing to a younger crowd. Eric Redding expressed his concerns for the cost of the project as well as the interest of the citizens. Will Nimmow explained a couple more initiatives of the UniverCity Alliance regarding WiFi technology and his contact with a professor at the UW that has created a WiFi router that also acts similar to your smartphone. This router can have Apps programmed into the router so whenever someone is using the WiFi from the router they also have access to the Apps. The Apps can be different programs that perhaps provide information about the city or energy usage, or public safety information, etc. Paul Meyer

indicated that perhaps this would be a good technology for Police and/or Fire to begin using and see how it benefits the efficiency and workflow.

Eric Redding indicated that having the UW students research what other cities around the US are doing both for the community, community outreach and government workflow would be very beneficial for Monona. This research might glean some new ideas and approaches for moving forward with WiFi technology. Eric Redding also asked when and how we would get reports and feedback from the UW students on their findings. Will Nimmow indicated that we definitely will receive all of the research and development ideas that the students come up with, he was just not certain on what form that would take and how often updates and communication would be conducted with the students throughout the school year.

Will Nimmow indicated to the committee that the Mayor really wants this committee to start looking into where the city needs to go from a technology standpoint as a whole. April Little commented that municipalities are notorious for being behind the times when it comes to websites and web technology so she is very interested in looking into what we can do to better our website and internet presence. Paul Meyer indicated that we should look into Sector 67 for some ideas and feedback on web and internet technology.

Will Nimmow let the committee know that Paul Meyer will not be renewing his committee appointment in May of this year and Lindsay Wood Davis's appointment had expired and needs to be renewed.

7. Miscellaneous Business

a. NA

8. Adjournment – Lindsay Wood Davis motioned to adjourn the meeting and Eric Redding 2nd the motion. The Meeting was adjourned at 7:16PM

NOTE: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact City Hall at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399.

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.