

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
MONONA CITY HALL – LARGE CONFERENCE ROOM
5211 SCHLUTER ROAD
Thursday, March 10th, 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, Matt Bittorf , Dan Olson, Carl Davick and Eric Redding. Also present was Justin Janness. Susan Manning and Bob Bocher 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 2nd the motion.

4. **Appearances** - NA

5. **Old Business**

a. *WVMO Updates:* Lindsay Wood Davis (LWD) updated the committee on new events and happenings with the radio station.

6. **New Business**

a. *WVMO Neon Sign* – LWD updated the committee on where the process stood with the neon sign and when he will present to the Plan Commission. He also presented his proposal that he will submit to the plan commission. Eric Redding motioned to approve the proposal and Matt Bittorf 2nd the motion.

b. *YouTube Viewing Analytics:* Justin Janness presented to the committee the Monona Community Media YouTube Channel analytics. These details outlined the videos our community members are watching and how many times they are watching. Mary O’Connor asked if we promoted our YouTube Channel anywhere. Justin mentioned that we do promote on Facebook. Eric Redding asked which events or videos actually got promoted on Facebook. Justin indicated that sports and musical concerts are the events that get the most promotion on Facebook. Matt Bittorf asked Justin how much of the content on the YouTube channel is being broadcast on the television channel as well. Justin indicated that he is posting everything from YouTube on our channel as well, as long as there are no copyright infringements in doing so. Matt Bittorf also asked how the television broadcasting of MG sports during tournament play was working with WIAA. Will Nimmow indicated that the broadcast rights had been sold to PlayOn Sports and the NFHS Network. Therefore, we must join the NFHS network for a fee and then the games would stream on their web channel. The other option is that we pay them a fee each tournament game we broadcast and we can continue to stream on our YouTube Channel. Eric Redding asked who paid for this year’s tournament games. Dan Olson asked the committee for input on who they felt would be responsible for the payments for next year. LWD thought the responsibility would be with the school district. The rest of the committee agreed with LWD’s opinion.

c. **Compile topics for Community Media Retreat:** Eric Redding and Mary O’Connor discussed ideas on how the retreat may be structured. Will Nimmow indicated how hard Justin had been working

and that he wanted to discuss the employee structure moving forward when we compile the actual list for the retreat. Eric Redding thought that we should compile ideas sooner rather than later. Mary O'Connor indicated that we should finalize the logistics for the retreat during next month's committee meeting.

7. Miscellaneous Business

a. NA

8. **Adjournment** – Lindsay Wood Davis motioned to adjourn the meeting and Paul Meyer 2nd the motion. The Meeting was adjourned at 7:18PM

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.