

MEETING MINUTES (DRAFT)
COMMUNITY MEDIA COMMITTEE
Monona Room, Senior Center
Thursday April 11th, 2019
7:00 P.M.

- 1. Call to Order** - Jennifer Kuhr called the meeting to order at 7:07PM
- 2. Roll Call** - Dan Olson, Becca Reynolds, Bob Bocher, Matt Bittorf, Jennifer Kuhr and Susan Manning were present, as well as Media Coordinator Justin Janness. Eric Redding, Claire Lempke and Allison Lenz were absent.
- 3. Approval of minutes from December Meeting** - Matt Bittorf motioned and Becca Reynolds 2nd the motion.
- 4. Appearances** - NA
- 5. Unfinished Business** - N/A
- 6. New Business**
 - a. Radio Program Host Volunteer Guidelines - Will Nimmow explained to the committee the new initiative to have WVMO program hosts volunteer one hour per month outside of their programming time. Susan Manning asked if there was a set system for how volunteering would be tracked and Will Nimmow indicated that he had not set up a formal system yet. Susan Manning gave some suggestions on ways to have a daily tracking system located in the studio that volunteers filled out each time they complete a task. Susan Manning also suggested that specific needs were clearly communicated to the program hosts, so they knew what needed to be done with little confusion. Will Nimmow explained the challenges with some of the production needs, as he would have to train some of the program hosts in proper production techniques in order for them to fulfill the needs. Therefore, requiring additional time from Will Nimmow to train volunteers. Becca Reynolds indicated that having assistance with events and Band introductions on stage would be a great help and it would seem that program hosts would be perfect for this. Will Nimmow indicated that some program hosts had reached out to him to volunteer, but many had not. Will Nimmow plans to follow up with the program hosts a number of times over the summer to keep the ideas top of mind.
 - b. Video Projects & Production - Will Nimmow walked the committee through the video projects that had been completed in the past few months as well as the projects that are coming up. Will Nimmow also reiterated that the "Meet Your Alder" videos were still in progress and that he needed more video from the alders. Dan Olson asked if the video production undertaken for the school year was matching with the production outline in the partnership agreement with the city of Monona. Will Nimmow indicated that he thought the AV club was producing more content this year, due to the strong skills of many AV Club members, and their initiative.

- c. Communication Assessment update - Jennifer Kuhr indicated that Maggie Baum would present her final Communication Assessment report. The assessment also assisted in putting together guidelines for a consistent brand image for the city of Monona, which included creating consistent logo variations for each department. Jennifer explained the assessment was general in its findings and would hopefully help lay a framework for the community media committee to take a role in new communication initiatives undertaken by the city. Therefore, the communication goals would be ongoing.

7. Reports

- a. Website Updates - Jennifer Kuhr and Will Nimmow updated the committee on the progress on the website and the hopes of a new website having better navigational structure, perhaps similar to Bayside, Wisconsin website. Will Nimmow indicated that the city hoped it to have a new website update by late fall. However, that was not a definitive deadline as it may change based on other priorities for the city. Bob Bocher asked how the website could be completed before the Communications plan and branding was still under construction. Will Nimmow indicated that he felt the Website had a number of templates to utilize supplied from CivicPlus, that they would be able to represent the city without disturbing the consistency of the brand.
- b. 2020 Personnel Update - Will Nimmow indicated that he was hopeful he would be able to add another Youth Apprentice to the payroll for the 2019-2020 school year.
- c. Alder Kuhr asked the committee if they would prefer to meet on a different night. Becca Reynolds thought Thursday was always a busy night so perhaps Monday night? Jennifer Kuhr indicated that Monday was Council, which would be tough and School Board is Wednesday night. So, really the decision comes down to Tuesday or Thursday. Jennifer Kuhr said she will follow up with an email to the committee.

8. Adjournment - Bob Bocher motioned to adjourn the meeting and Susan Manning 2nd the motion. The meeting was adjourned at 7:11PM

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.