

AGENDA
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday May 14th, 2020
6:00 P.M.

- 1. Call to Order** - Alder Schilling called the meeting to order at 6:04PM
- 2. Roll Call** - Will Nimmow, Katy Byrnes Kaiser, Eric Redding, Matt Bittorf, Susan Manning, Claire Lempke, Kristie Schilling and Amelia Speight were present. Becca Reynolds was absent.
- 3. Approval of minutes from February 13th Meeting** - Eric Redding motioned to approve the minutes and Susan Manning 2nd the motion. The minutes were approved unanimously.
- 4. Appearances** - N/A
- 5. Unfinished Business**
 - a. **Monona Community Media Presentations to School Board and City Council** - Will Nimmow gave a brief overview of where the progress of the presentations stood. Eric Redding indicated that finishing the presentations and scheduling a date for presenting soon would be a good plan. Will Nimmow noted that he would send the graphics that Claire produced to Kristie. Matt Bittorf indicated to Will that he would like to see a document that details the work the department has done during the COVID-19 Pandemic. Will Nimmow briefly explained some of the projects he was working on. Matt also indicated that a document wasn't necessary but may be a good idea. Kristie asked if there was a point person regarding communication for the city on WVMO. Will Nimmow indicated that the Mayor has been the point person during the pandemic. Susan Manning indicated that Will Nimmow has been doing a great job for the school board meetings lately and there should be a list of what programs WVMO offers to the public. Kristie Schilling suggested sending a schedule of WVMO programming to the Herald Independent. Susan Manning indicated that as the committee puts together ideas for the department, Will Nimmow needs someone he can lean on, to assist with those tasks. Eric Redding indicated that the city's communication plan could be improved. Kristie suggested a goal for the year would be finalizing the presentation and then looking at ways the committee could assist with communication efforts for the city. Susan Manning suggested that the presentations would need to not only focus on the hard facts, but also tell an interesting story of the department. Eric Redding indicated that he would like to look at the notes from the presentation breakouts from February's meeting, at our next meeting.
- 6. New Business**
 - a. NA
- 7. Reports**
 - a. **WVMO Updates** - Will Nimmow gave a quick update on the radio station. Will indicated that many volunteers were producing their shows at home, and those who were helping with programming and scheduling were also doing so at home. Will indicated that all

scheduling of the station is done through one computer program. So, everyone has been taking turns each day, remoting into the computer from home and doing their work.

- b. **Committee Chair ideas/discussion** - Kristie Schilling indicated that she see's a need for improved communications when dealing with Parks & Rec projects as well as Public Works projects. Kristie introduced an idea of creating a postcard that could be mailed to community members that live in the neighborhoods affected by public works projects or Park and Rec projects. Kristie felt this could help to interact with the community directly so they are aware of the projects ahead of time. Susan Manning asked Kristie if her intention was to have the committee begin creating postcards and moving into another communication platform. Kristie indicated that it was an idea she had, that the committee could move forward on, in order to assist with communication. Eric Redding suggested that any printed material would have to be looked over by public works and/or the parks and recreation department. Katy Byrnes Kaiser was concerned that we could be opening ourselves up for trying to create something that we could not sustain. Amelia Speight referenced the email and text alerts on the website that anyone could sign up for. Amelia also added that it's a challenging community when trying to communicate as not all our residents utilize digital means of communication. Matt Bittorf mentioned how all things keep leading back to communication with the community and internal staff. Claire Lempke thought any surveys or postcard information should be something that Parks & Rec or PWD put together and that Monona Community Media would be a communication vehicle but not the message creator in that scenario. Eric Redding indicated that if Community Media really wanted to expand their communication efforts in assisting the city, we would all have to be advocates for the department and for an additional employee.

8. Adjournment - Eric Redding motioned to adjourn 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.

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.