

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday August 12th, 2021
6:00 P.M.

Community Media Committee Meeting

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1. Call to Order - Committee Chair, Kathy Thomas called the meeting to order at 6:03PM

2. Roll Call - Amelia Speight, Dave Brunner, Joe Martin, Katy Byrnes Kaiser, Sue Manning, Eric Redding, Kathy Thomas were present, Claire Grupe was absent.

3. Approval of minutes from July 22nd, 2021 Meeting - Eric Redding motioned to approve and Joe Martin seconded, the meeting minutes were approved.

4. Appearances - NA

5. Unfinished Business

a. NA

6. New Business

a. 2022 Operational Budget discussion and approval -

William Nimmow presented the Operational Budget Narrative.

Kathy Thomas asked to clarify what the pay would be for the new Multimedia Content Producer.

Will Nimmow indicated \$50,000 was allocated for the position.

Kathy Thomas asked if \$5000 was going to be added to the budget for producing the My Monona E-Newsletter. Kathy Thomas needed clarification on how the budget was going to handle the increase in wages for the new position.

Eric Redding - Believes this department is becoming the communications arm for the city and budgets will need to reflect this change.

Susan Manning asked if it made sense for the department to produce the E-Newsletter

Kathy Thomas felt it did and was under the impression that the city was decreasing the amount of work being done on the paperback version of the newsletter sent out in the spring and fall.

Will Nimmow walked through the budget by line item

Kathy Thomas asked that a revenue line item be added for the E-Newsletter production

Eric Redding indicated that the franchise fees are trending \$6000 less than 2020 amount. So, Eric made a motion to increase "Other Revenues" by \$5000 from the money that was currently allocated for the print newsletter.

Susan Manning seconded the motion and the motion was approved unanimously.

Will Nimmow continued to go over the line items in the operations budget

Katy Byrnes Kaiser had some questions about the city/school partnership and the revenue supplied by the school district, specifically how that percentage was created.

Will Nimmow indicated it had been 5 years since the city/school agreement had been reviewed and signed.

Katy Byrnes Kaiser wanted to make sure the hiring of a new employee was based on the tasks that need to get done, not necessarily what the candidate could offer.

Will Nimmow indicated that more paid positions needed to be added to the radio station because of the daily workload for the station.

Kathy Thomas thought there could be some volunteers in the community who could assist and realized that there are many people who have needs and requests for service from the community media department.

Sue Manning mentioned that it is good to talk about these things but in the end this is something Dan Olson should be involved in.

Joe Martin wondered what the arrangement was with the LTE position with Eric Jandro who works at the radio station doing the majority of daily radio show programming and voice formatting.

Will Nimmow indicated that he would like to have more volunteers but the department was not in the position to bring on more volunteers and the training that goes along with it.

Kathy Thomas asked for a motion to approve the budget as amended, Katy Byrnes Kaiser made a motion and Amelia Speight seconded the motion. The budget was approved unanimously.

7. Reports

- a. Directors Report - Will Nimmow made a quick rundown of what he is working on and informed the committee that he is hoping to have someone hired by the beginning of October.
- b. Committee Chair ideas/discussion - NA

8. Adjournment - Joe Martin motioned to adjourn and Dave Brunner seconded the motion. The meeting was adjourned at 7:08PM

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.