

CITY OF MONONA
Cable TV
Broadband Telecommunications Citizens Commission
Tuesday, August 31, 2010
MINUTES

Commissioners Present: Chair Jeff Wiswell, Paul Meyer, Val Edwards, Susan Manning Linda Hoelzel, Lindsay Wood Davis

Commissioners absent: Deb Whitehorse

Staff Present: Media Coordinator Andrew Hagen

Guests Present: Eric Redding,

Chairman Wiswell called the meeting to order at 5:30 P.M.

Minutes of the June 30, 2010 meeting were approved with a motion from Commissioner Edwards, and a second from Commissioner Meyer. Minutes approved unanimously.

Appearances: There were no appearances.

Old Business

a. Cable Telethon:

Chairman Wiswell said the city is trying to do new things and that cable can bring them together. Commissioner Davis asked for a clear goal of the telethon before he could determine his support. Commissioner Hoelzel asked for a timeframe. Chairman Wiswell suggested an 8-hour telethon in January. Commissioner Meyer asked what the cost return would be on a long program, and suggested the expense to produce it might be better spent to put service on AT&T's system. Commissioner Hoelzel said shorter elements presented on tv and online would help get viewers. Chairman Wiswell suggested a silent auction to draw viewers. Mr. Hagen said a January timeline would be very difficult without another person or group to organize the show as the producer of the program. Commissioner Manning suggested getting help from the Family Attraction Committee or teaching an editing class first, and airing the product of the class as a program. Chairman Wiswell said he would speak to the Family Attraction Committee, and Chamber of Commerce to see if any local groups could help. Commissioner Davis suggested changing discussion to a "Talent Show," to get away from current perceptions of telethons.

In the interest of time Item 6 a. 2011 Budget was moved up at this point.

New Business

a. 2011 Budget

Mr. Hagen presented his prepared operating budgets for 2011. Mr. Hagen explained how he was instructed to prepare 3, one with a 0% increase, one with a 1% decrease and one with a 3% decrease. Mr. Hagen explained how the restriction is difficult, but possible with careful choice of new equipment and maintenance. Commissioner Manning asked why Mr. Hagen's equipment budgets requested \$12,000-\$13,350 when he had only used \$6,000-\$8,000 in recent years. Mr. Hagen explained how he budgets for replacement equipment at standard prices, but tries to save money with repairing current equipment or finding used equipment or sales. Mr. Hagen noted that capital equipment needs approved for 2011 would total \$10,000 if no money can be saved. Commissioner Davis asked why capital purchases were included in an operational budget. Mr. Hagen explained how his budget is different from other departments by being funded by Cable Franchise Fees, but capital purchases still needed to be approved and in a budget if not the city's capital budget.

Commissioner Edwards moved the committee recommend the 0% increase budget to the Mayor and Council. Commissioner Hoelzel seconded. Motion passed unanomously.

New Business

b. Televising Municipal Court.

Mr. Hagen explained to the commission television municipal court is a cheap and popular program in Fitchburg, Stoughton, and Waunakee, and felt it would be worth trying on Monona Cable since Mr. Hagen must attend the hearings, and the equipment is available. Mr. Hagen explained how the Municipal Judge, the City Attorney, and the Chief of Police were willing to try the experiment. Commissioner Manning said she thought the committee should get the opinion from the Family Attraction Committee. Commissioner Edwards said there could be more positive programming to put on the channel, instead of court. Commissioner Meyer asked if the program could hurt the relationship between police and kids in Monona. Mr. Hagen said he thought it would have little effect with the perception of the police, and a positive effect on the perception of the court. Commissioner Manning suggested the Municipal Judge attend a meeting in the future. Commissioner Davis said he supports the idea of having a public record available for everyone, but felt the issue should be delayed until the committed can talk with the Municipal Judge.

The Commission then returned to the agenda as scheduled.

Old Business

b. Commission Work Plan 2010-2011

Chairman Wiswell noted several items submitted by Commissioner Davis and asked for additional items over the next few months. Commissioner Meyer suggested the discussion of the committee away from a single media format. Commissioner Edwards suggest the committee review its mission statement to make the committee aware of its role in, and goals for the future. Commissioner Davis said the goals should not be done at a normal meeting, but at a commission retreat. Commissioner Davis said a topic should be to change the city's philosophy with how it communicates with the public. Commissioner Edwards said adding the signal to AT&T's system should be a topic.

Chairman Wiswell said the topic priority for the next few meetings would be:

- 1) Create a Database of residents in Monona.
- 2) Telethon
- 3) Getting signal on AT&T
- 4) Televising Municipal Court.

Chairman Wiswell said the committee will meet the 4th Tuesday of each month which means the next meetings are September 28, October 26, November 23, and December 28.

Miscellaneous Business

Mr. Hagen reported recording several programs with the Mayor, City Administrator, and School Board President, as well as a busy first week of school.

Adjournment. Commissioner Hoelzel moved for adjournment and was seconded by Commissioner Meyer. Motion passed unanimously. Meeting adjourned at 7:45 P.M.