

CITY OF MONONA
Cable TV
Broadband Telecommunications Citizens Commission
Thursday, July 9, 2009
MINUTES

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

Commissioners absent: Val Edwards

Staff Present: Media Coordinator Andrew Hagen

Guests Present: Eric Redding

Chair Wiswell called the meeting to order at 6:00 P.M.

Minutes of the May 28, 2009 meeting were approved with a motion from Commissioner Meyer, and a second from Commissioner Hoelzel. Minutes approved unanimously.

Appearances: There were no appearances.

Old Business

a. Capital Budget

Chairman Wiswell asked the Commission if there were any additions to the 2010-2014 Capital Budget. No additions were presented.

b. Website Discussion

Commissioner Manning noted the calendar on the new website did not display meetings separate from community events, and it displayed in a list format instead of calendar format. Commissioner Meyer noted it is similar to pollstar.com which is a popular site for music concerts. Chairman Wiswell said the new website is cumbersome. Wiswell said the design of the new site should have been overseen by the Cable Commission. Commissioners Meyer and Manning said the decision to move supervision of the website from the Media Coordinator to the City Administrator was a smart one. Mr. Hagen showed how the custom website program allowed for new items that were not available on the previous website.

New Business

a. Channel 98 Awareness.

Chairman Wiswell said the committee needs to increase awareness of Monona Cable. Commissioner Meyer asked what percent of the public can get the channel. Mr. Hagen explained how everyone in Monona with cable (about 55% of Monona) and everyone in Eastern Dane Co. with digital Cable (about 25% of E. Dane Co.) could see our channel. Commissioner Davis suggested a banner add in the website news section, and a hanging banner at the library. Commissioner Manning said it's important to promote specific items for viewers to watch. Commissioner Whitehorse suggested a banner and table during Monona Events. Commissioner Meyer was concerned about the cost of promotional items, and suggested Alderman Woods Blog. Commissioner Hoelzel suggested adds in the Herald-Independent.

b. Classes-Library Outreach

Mr. Hagen reported better attendance from children than adults in the classes offered. Commissioner Davis asked how the classes were advertised and suggested more direct approach of Monona Area groups. Commissioner Hoelzel reported little interest from the AAUW group

she attends. Mr. Hagen said it is common to have people help on specific events, but the interest drops with the exception of the Natural Step-Monona group.

c. Program Report

Commissioner Davis suggested a weekly Monona Drive Update once the construction begins, and should make the contractor, not the City, responsible for providing information to residents. Commissioner Hoelzel agreed. Chairman Wiswell said the station should cover more committee and commissions, and should develop a major event of fundraiser to promote.

d. Financial Report

Mr. Hagen reported the station had received 24% of revenues from Charter, and payments were on schedule. He also reported that out of caution he delayed purchases to keep expenditures to 39% of the expected budget. through the first 6 months of the year.

Miscellaneous Business

Mr. Hagen reported on multiple programs the station had recently produced, and added he and his wife were expecting a second child in September, and would reduce his work schedule for a few weeks in the fall.

Adjournment. Commissioner Davis moved for adjournment and was seconded by Commissioner Whitehorse. Motion passed unanimously. Meeting adjourned at 7:30 P.M.