

CITY OF MONONA
Cable TV
Broadband Telecommunications Citizens Commission
Tuesday, August 22, 2011
MINUTES

Commissioners Present: Chair Dennis Kugle, Lindsay Wood Davis, Paul Meyer, Carl Davick,
Commissioners absent: David Kinsler, Co-Chair Bob Miller, Linda Hoelzel, Greg Percy, Susan Manning

Staff Present: Media Coordinator Andrew Hagen

Guests Present: Eric Redding, Brian Jensen, Jonathon Greiner (by phone)

Chairman Kugle called the meeting to order at 6:05 P.M.

Minutes of the July 26, 2011 were approved with a motion from Commissioner Davis, and a second from Commissioner Davick. Minutes approved unanimously.

Appearances: There were no appearances.

Old Business

There was no old business

New Business

GeoDecisions Rapid Response System Presentation and Discussion

Brian Jensen and Jonathon Greiner (by phone) gave a demonstration of the GeoDecisions Rapid Response System. The program was originally designed in Pennsylvania, to help utilities notify people about water main, and waste water breaks. The systems can send 120,000 messages per hour. It is internet based, so it can be accessed from almost anywhere. The company handles the phone lines if users want to make phone notifications, and hosts a GIS map system, so there is little hardware needed to purchase. The company has also created another program, Geoprime that is similar but has a public access section to the GIS map. The company has set up some systems with social media connections, so connections to Twitter or Facebook could be integrated.

Users create a list when they want the system to send out the notification. Lists are static, so new lists are needed each time a notification is sent out. The system needs a database to store information and the database must be updated frequently. The system does have a data portal to prompt people to update information. Calls and emails will continue to try to reach the names on the list and the system will generate a list about no responses. The system can also import shape files to add wards or brush collection areas, and the shapes can be saved, while the information in the database gets updated. The system can also draw shapes on the map, such as every property a certain distance from a point.

The cost for the system is based on the number of contact points in the system. An additional charge per phone call or text message is about ten cents per minute or text, but email notification is free. Training and upgrades to the system are included with the base fee. The average cost per customer is about seventy-five cents per location, so Monona would expect a cost of about \$2,000-\$3,000 a year. The committee thanked the presenters for the information.

2012 Operational Budget

Mr. Hagen gave a summary of the budget process and an overview of his 2012 budget proposal. Mr. Hagen noted all city departments planned a 0% budget. The Cable TV budget was also a 0% increase from 2012, but Mr. Hagen noted that cuts to the school district, starting a LPFM station, and hiring a new assistant could all make significant changes from his plan. The committee noticed an error, and corrected the Printing item to \$200 from \$2000.

On a motion from Commissioner Davis and a second from Commissioner Davick, the committee approved the 2012 budget on the understanding that the process is very fluid this year. The motion approved unanimously.

Miscellaneous Business

Cable Administrators Report

Mr. Hagen reported on recent projects, including preparations for the new school year. Mr. Hagen reported a response from WiscNet people, and had submitted information about adding public buildings in Monona to a recent grant request. Mr. Hagen had received little response from other companies interested in upgrading the Media Room.

Adjournment. Commissioner Davis moved for adjournment and was seconded by Commissioner Davick. Motion passed unanimously. Meeting adjourned at 7:55 P.M.

The next meeting will be September 27, 2011.