

MEETING AGENDA
COMMUNITY MEDIA COMMITTEE
City Hall, Large Conference Room
Thursday June 28th, 2018
6:00 P.M.

1. Call to Order
2. Roll Call
3. Approval of minutes from May 24th Meeting
4. Appearances
5. Unfinished Business
 - Visual Media Operating Guidelines
6. New Business
 - Community Spotlight Videos Overview
 - 2019 Capital Budget
7. Reports
 - Communication Needs Assessment Update
8. Adjournment

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.

MEETING MINUTES (DRAFT)
COMMUNITY MEDIA COMMITTEE
MONONA GROVE HIGH SCHOOL - Room 133 (AV Room)
Thursday May 24th, 2018
6:00 P.M.

1. Call to Order - Jennifer Kuhr called the meeting to order at 6:03PM

2. Roll - Matt Bittorf, Valerie Hein-Hamstra, Susan Manning, Carl Davick, Bob Bocher, Lindsay Wood Davis, Jennifer Kuhr and William Nimmow were present. Eric Redding, Greg Little, and Dan Olson were absent. April Little and Media Coordinator, Justin Janness were also present.

3. Approval of minutes from March 22nd Meeting - Bob Bocher motioned to approve the minutes and Matt Bittorf 2nd the motion. The minutes were approved unanimously.

4. Appearances – The Monona Grove High School AV Club Leaders introduced themselves to the committee. The committee asked the students what they enjoyed about the club and what aspect of video production they enjoyed. Carl Davick explained how important the recording of the Orchestra concerts are to his students, as he uses them in class to critique the concerts and specific instrument techniques.

5. Unfinished Business - NA

6. New Business
 - a. Meet the MG AV Club - See Appearances
 - b. 2018 Budget Overview & Updates - Will Nimmow went through a power point that outlined the major items in the 2018 operations budget. Will Nimmow also detailed how the Franchise Fees were trending over the years and through the first quarter of this year. Will indicated that the big budget item for next year would be a video server, and Justin Janness explained the current workflow regarding how Monona Community Media archives video projects and footage. Jennifer Kuhr thought it would be a good idea to figure out what footage can be deleted and what footage needs to be kept for public records, and for how long it needs to be on file.
 - c. Television Operating Guidelines - The Committee began discussing the possible changes needed to the name of the document. Lindsay Wood Davis thought reference to Television instead of cable was appropriate. Will Nimmow thought perhaps using the term Broadcast, for both the cable channel and the YouTube Channel would be appropriate. Susan Manning thought Visual Media may work to satisfy all broadcast mediums.
Carl Davik wanted clarification on the mission statement regarding the verbiage used. The committee tentitively changed "ideas" in the mission statement to "voices."

Regarding the Policy section of the guidelines the committee agreed that the Monona Grove School District should be represented within that paragraph.

Will Nimmow indicated that he will update the job titles throughout the document.

The Committee discussed the guidelines regarding "a hourly fee may be charged" to utilize the video studio at the high school. Lindsay Wood Davis indicated that if there was no reference to an hourly fee schedule, then the sentence should be removed. Susan Manning suggested removing the word "hourly" so that it reads "a fee may be charged." Jen Kuhr thought the entire sentence could be removed as a separate contract between the two parties would need to be in place for anyone outside of the city or school district who wish to use the video studio. The committee decided to leave the sentence in, taking out the word "hourly" and will discuss at the next meeting.

The committee then discussed political and religious programming as stated in the guidelines. Susan Manning indicated that the radio station religious and political guidelines do not match with the current television guidelines. Lindsay indicated that the radio station does not air content that promotes a political or religious ideal. Susan Manning asked how that was being clarified. Lindsay indicated that educating about a political topic or letting people know about an event at a church was ok, but not promoting the religion or having a stance on the political topic. April Little indicated a good example could be educating the community on the Bicycle and Pedestrian Planning Process. Will Nimmow indicated that he would be fine with following the same guidelines as radio, for television. Justin Janness indicated that we currently run the St. Stephens Church service sunday morning on our cable channels. The committee decided to table this issue for the next meeting.

d. Video project ideas - Will Nimmow asked the committee for help in creating short video stories on community members. Will asked each committee member to contact and set up an interview with one person they feel would make a great story. Carl Davik asked Will to follow up with an email explaining exactly what he was looking for and how to best proceed. Will indicated that he will not be available for the scheduled meeting next month in June. Jen Kuhr asked Will to include that in the email he sends out about the video needs.

7. Reports

a. YouTube Analytics & Video Updates. - No discussion.

b. WVMO Updates - Lindsay updated everyone on the WBA Awards the station received and the Veteran Stories that are currently running on the air. He also let the committee know that the Miller Park broadcast was a great success and he is looking forward to a summer of festivals on the eastside for WVMO.

8. Adjournment - LWD motioned to adjourn the meeting and Bob Bocher 2nd the motion. The meeting was adjourned at 7:25PM.

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