

MEETING AGENDA
COMMUNITY MEDIA COMMITTEE
Municipal Room, Monona Public Library
Thursday August 9th, 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

N/A

6. New Business

- a. 2019 Operational Budget

7. Reports

- a. Communication Needs Assessment Update
- b. YouTube Analytics
- c. WVMO Updates
- d. LWD Farewell

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

1. Call to Order - Jennifer Kuhr called the meeting to order at 6:05PM

2. Roll Call - Lindsay Wood Davis, Matt Bittorf, Carl Davick, Eric Redding, Greg Little were present. Media Coordinator, Justin Janness was also present. Dan Olson, Susan Manning and Valerie Hein Hamstra were absent.

3. Approval of minutes from May 24th Meeting.

Eric Redding motioned to approve the minutes and Matt Bittorf 2nd the motion. The minutes were approved unanimously.

4. Appearances

5. Unfinished Business

Visual Media Operating Guidelines - The Committee briefly discussed the newly updated guidelines from last meeting. Lindsay Wood Davis motioned to approve the guidelines and Matt Bittorf 2nd the motion. The guidelines were approved unanimously.

6. New Business

Community Spotlight Videos Overview - Will Nimmow indicated that Community Media had a few video projects already in progress including a "Meet Your Alder" video. Therefore, the Community Spotlight videos would be put on hold.

2019 Capital Budget - Will Nimmow outlined the 2019 capital equipment budget and also informed the committee that Lindsay Wood Davis had reached out to Madison Media Institute, regarding any equipment that might be able to be purchased for the city, since the school was closing down. Will Nimmow indicated that he was going to be moving forward with identifying the equipment availability from MMI in the coming few weeks. Eric Redding motioned to approve the capital budget and Greg Little 2nd the motion. The capital budget was approved unanimously.

7. Reports

Communication Needs Assessment Update - Jennifer Kurh explained the current state of the assessment and indicated that the final report for phase 1 of the project was still underway.

8. Adjournment

Lindsay Wood Davis motioned to adjourn and Eric Redding 2nd the motion. The meeting was adjourned at 6:59PM

If you cannot make the meeting, please notify Will Nimmow @ 608-513.6160.

Thank you for your service.

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Television

| | 2015 | 2016 | 2017 | TO DATE | 2018 |
|--------------------------------|---------------|---------------|---------------|------------------|---------------|
| | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>6/30/2018</u> | <u>BUDGET</u> |
| REVENUES | | | | | |
| FRANCHISE FEES | 136,452 | 133,665 | 128,084 | 29,773 | 128,220 |
| OTHER REVENUE | 33,189 | 36,493 | 37,822 | 50 | 54,867 |
| FUND BALANCE APPLIED | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| | 169,641 | 170,158 | 165,906 | 29,823 | 183,087 |
| EXPENDITURES | | | | | |
| TELEVISION WAGES | 54,461 | 58,404 | 59,800 | 34,772 | 70,443 |
| TV WAGES, PART TIME | 22,314 | 28,875 | 31,727 | 3,260 | 9,198 |
| FICA | 6,170 | 6,739 | 7,099 | 2,994 | 6,093 |
| WISCONSIN RETIREMENT | 5,273 | 5,493 | 6,104 | 2,511 | 4,649 |
| LIFE & DISABILITY INSURANCE | 18 | 21 | 24 | 9 | 75 |
| HEALTH INSURANCE | 13,425 | 9,832 | 10,021 | 5,486 | 9,790 |
| PROFESSIONAL DEVELOPMENT | 1,037 | 1,168 | 1,599 | 1,047 | 1,225 |
| LEGAL | - | 1,305 | 961 | - | - |
| CONSULTANT FEES | 1,245 | 13,013 | 12,453 | - | - |
| ADMINISTRATION/ACCTING SERV | 2,316 | 2,300 | 2,300 | - | 2,300 |
| GAS & ELECTRIC UTILITIES | 5,410 | 4,857 | 5,034 | 2,643 | 4,500 |
| TELEPHONE | 5,135 | 3,412 | 3,337 | 1,139 | 950 |
| OFFICE SUPPLIES | 48 | - | - | - | 100 |
| WEB PAGE DEVELOPMENT & EXPENSE | 185 | 494 | 195 | - | 100 |
| MARKETING | 633 | 4,441 | 3,083 | 1,950 | 1,200 |
| STUDIO MAINTENANCE | - | 3,048 | 2,950 | 687 | 1,260 |
| FUEL AND GAS | - | - | - | - | 500 |
| INSURANCE | 675 | 675 | 675 | - | 473 |
| MEDIA COMMUNITY ROOM | 395 | 502 | 395 | 198 | 800 |
| EQUIPMENT | 116,559 | 32,997 | 14,950 | 19,068 | 15,800 |

| | | | | | |
|--------------------------|---------------|--------------|----------------|----------|---------------|
| RADIO TRANSMISSION | 257 | - | - | - | - |
| MUSIC LICENSE | - | 2,149 | 1,600 | 1,000 | - |
| NEW TRANSMISSION METHODS | - | 2,636 | 4,779 | 1,154 | - |
| TRANSFER TO GEN FUND | <u>13,007</u> | <u>5,007</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| | 248,562 | 187,366 | 169,087 | 77,917 | 129,456 |
| | | | CURRENT YEAR | | DIFFERENCE |
| PERSONNEL | | | 100,248 | | 6.71% |
| NON-PERSONNEL | | | <u>29,208</u> | | <u>-1.91%</u> |
| TOTAL | | | <u>129,456</u> | | 4.77% |

| 2019 | 2019 |
|---------------|---------------|
| DEPARTMENT | COMMITTEE |
| <u>BUDGET</u> | <u>BUDGET</u> |
| 119,088 | 119,088 |
| 55,110 | 55,110 |
| - | |
| 174,198 | 174,198 |
| 71,838 | 71,838 |
| 13,432 | 13,432 |
| 6,523 | 6,523 |
| 4,705 | 4,705 |
| 75 | 75 |
| 10,402 | 10,402 |
| 1,225 | - |
| - | - |
| - | - |
| 2,300 | 2,300 |
| - | - |
| 950 | - |
| 100 | - |
| 100 | - |
| 1,500 | - |
| 2,000 | - |
| 500 | - |
| 675 | 675 |
| 800 | - |
| 18,500 | - |

-
-
-
135,626

-
-
-
109,951

|

| --- | RADIO | 2014 | 2015 | 2016 |
|------------------|-----------------------------|---------------|---------------|---------------|
| --- | | <u>ACTUAL</u> | <u>ACTUAL</u> | <u>ACTUAL</u> |
| 203-55-56370-110 | RADIO WAGES | - | - | - |
| 203-55-56370-130 | FICA | - | - | - |
| 203-55-56370-131 | WISCONSIN RETIREMENT | - | - | - |
| 203-55-56370-132 | LIFE & DISABILITY INSURANCE | - | - | - |
| 203-55-56370-133 | HEALTH INSURANCE | - | - | - |
| 203-55-56370-134 | PROFESSIONAL DEVELOPMENT | - | - | - |
| 203-55-56370-210 | LEGAL | - | - | - |
| 203-55-56370-211 | CONSULTANT FEES | - | - | - |
| 203-55-56370-340 | MARKETING | - | - | - |
| 203-55-56370-341 | STUDIO MAINTENANCE | - | - | - |
| 203-55-56370-510 | INSURANCE | - | - | - |
| 203-55-56370-816 | STREAMING SERVICE | - | - | - |
| 203-55-56370-820 | MUSIC LICENSE | <u>-</u> | <u>-</u> | <u>-</u> |
| --- | | - | - | - |
| --- | | | | |
| --- | | | | |
| --- | | | | |
| --- | | | | |
| --- | PERSONNEL | | | 26,137 |
| --- | NON-PERSONNEL | | | <u>24,628</u> |
| --- | TOTAL | | | <u>50,765</u> |

CURRENT
YEAR

| | 2017 | 2017 | 2019 | 2019 |
|------------------|------------------|---------------|---------------|---------------|
| TO DATE | YEAR END | 2017 | DEPARTMENT | COMMITTEE |
| <u>6/30/2017</u> | <u>ESTIMATED</u> | <u>BUDGET</u> | <u>BUDGET</u> | <u>BUDGET</u> |
| 9,750 | - | 21,289 | 21,715 | 21,715 |
| 745 | - | 1,629 | 1,661 | 1,661 |
| 653 | - | 1,405 | 1,422 | 1,422 |
| 4 | - | 25 | 25 | 25 |
| 303 | - | 1,789 | 1,833 | 1,833 |
| - | - | 850 | 550 | - |
| - | - | 800 | 500 | - |
| 2,500 | - | 12,500 | - | - |
| - | - | 1,500 | 1,500 | - |
| 1,740 | - | 2,100 | 2,100 | - |
| - | - | 203 | 203 | 203 |
| 2,046 | - | 4,475 | 4,475 | - |
| <u>1,542</u> | <u>-</u> | <u>2,200</u> | <u>2,200</u> | <u>-</u> |
| 19,282 | - | 50,765 | 38,185 | 26,860 |

| PROPOSED | DIFFERENCE |
|---------------|----------------|
| 26,657 | 1.99% |
| <u>11,528</u> | <u>-53.19%</u> |
| <u>38,185</u> | <u>-24.78%</u> |

**Television
Operating Budget 2019
Line Items**

PROFESSIONAL DEVELOPMENT

Wisconsin Community Media (WCM) \$275

WCM Conferences & Awards \$500

Additional Seminars & Training \$200

Gas Mileage - \$250

Total = \$1225

MARKETING

T-Shirts, Banners, Special Event Signage

\$1500

STUDIO MAINTENANCE

4 - Adobe Software Subscriptions \$2000

MEDIA COMMUNITY ROOM

\$800 - Spectrum Cable Subscriptions

EQUIPMENT

\$16,500 – Capital Budget purchases

**WVMO - Radio
Operating Budget 2019
Line Items**

PROFESSIONAL DEVELOPMENT

WBA Membership - \$50
WBA Conference - \$250
Gas Mileage - \$250
Total = \$550

LEGAL

2017 Updated Docs \$500

TELEPHONE

Radio Station Studio Lines \$950

WEB PAGE DEVELOPMENT & EXPENSE

Domain Name Registration \$100

MARKETING

T-Shirts, Bumper Stickers, Banners, Park & Rec Event Sponsorship - \$1200
WBA Awards Submission \$300
Total: \$1500

STUDIO MAINTENANCE

SMARTS Service Package \$1800
WBA Inspection Program \$300
Total = \$2100

EQUIPMENT

MUSIC LICENSE

ASCAP, BMI, SESAC, Sound Exchange \$2200

STREAMING

Spinitron Service \$600 (per year)
Triton Digital \$1500
Charter Internet \$1080
Podcasting/Sound Cloud \$195
Wifi \$1100
Total = \$4475

EQUIPMENT

\$ 2,000