

**MEETING MINUTES**  
**COMMUNITY MEDIA COMMITTEE**  
**Monona Senior Center, Monona Room**  
**1100 Nichols Road**  
**Thursday July 11th, 2019**  
**6:00 P.M.**

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

**2. Roll Call** - Bob Bocher, Matt Bittorf, Eric Redding, Claire Lempke, Becca Reynolds, Dan Olson, Jennifer Kuhr, William Nimmow and Katy Byrnes Kaiser were present. Susan Manning and Amelia Speight were absent

**3. Approval of minutes from June 13th Meeting** - Eric Redding motioned to approve the minutes from the June 13th meeting. Matt Bittorf 2nd the motion, the motion passed unanimously.

**4. Appearances** - NA

**5. Unfinished Business** - N/A

**6. New Business**

a. Community Media Department Goals & Objectives -

Alder Jennifer Kuhr opened the meeting for comments and took notes on the whiteboard.

\*\*\*Notes attached Separately\*\*\*. Jennifer indicated that Staffing needs and demonstrating the departments value to the city were top priorities for Community Media. Eric Redding believed that showing value to the city was just as important as staffing and should go hand in hand.

Claire Lempke mentioned it would be a good idea to explore partnerships with the University of Wisconsin and Madison College. Susan Manning expressed the need for more people to be exposed to community and aware of our services.

Will Nimmow mentioned that audio production is a big part of what he does at the radio station, and an additional staff member for those services would be nice, but they would also have to be very personable and have the ability to coach clients on proper techniques for recording.

Jennifer Kuhr mentioned that perhaps having someone assist with more of the administrative tasks would be helpful. Katy Byrnes Kaiser asked if job sharing was an option between city departments.

Susan Manning wondered if creating stories about the community media programs would help. Eric Redding indicated that historically the department was great at content creation, but struggled with promoting their services to the community.

Eric also mentioned it was important that committee members advocate for the community media department with constituents, community members and the mayor. Claire Lempke indicated that it was very important to use the analytics from Youtube, Facebook and internal documents to demonstrate the significance of the department by illustrating what we have done and what would not be possible without the department.

Will Nimmow indicated that he had spoken with Alder Kitslaar about submitting a proposal to create tourism videos. Jennifer Kuhr instructed Will Nimmow to make sure he builds in any and all staff time into the proposal. Claire Lempke thought sending out information to local

businesses on Community Media Services and offerings, may help create an additional revenue stream as well.

Will Nimmow was asked to explain the new state budget passed by the governor and the impact on community media funding. Will Nimmow explained that the budget passed essentially shifted a portion of the franchise fee payments onto the Wisconsin taxpayers.

- b. 2020 Capital Budget - 2nd Read - Will Nimmow presented the 2020 Capital budget again to all present committee members. Bob Bocher motioned to approve the 2020 budget and Susan Manning 2nd the motion. The budget passed unanimously,.

## **7. Reports**

- a. YouTube Analytics & Production Notes - Will Nimmow displayed the new AV services & job tracking documents that the department will utilize moving forward.
- b. WVMO Updates - Becca indicated that WVMO volunteers would be out at Atwood Fest on July 27th and 28th, and more volunteers were needed. Will Nimmow and Becca Reynolds indicated that the Friends of WVMO was holding a board meeting at the end of the month and should have more momentum moving forward, after the meeting.

**8. Adjournment** - Claire Lempke motioned to adjourn the meeting and Bob Bocher 2nd the motion. The meeting was adjourned at 7:14PM.

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

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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.