

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday September 10th, 2020
6:00 P.M.

Community Media Committee Meeting

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- 1. Call to Order** - Chair, Kristie Goforth called the meeting to order at 6:02PM.
- 2. Roll Call** - Kristie Goforth, Susan Manning, Eric Redding, Phil Glende, Matt Bittorf, Amelia Speight, Katy Byrnes Kaiser, and Will Nimmow were present. Becca Reynolds was absent.
- 3. Approval of minutes from June 11th Meeting** - Susan Manning motioned to approve and Katy Byrnes Kaiser 2nd the motion.
- 4. Appearances** - NA
- 5. Unfinished Business** - NA

6. New Business

- a. 2021 Operational budget review and approval
 - i. Will Nimmow began detailing the budget items for the television side of the budget. (he did struggle with getting the screen share going). Also found out his math was a bit off... Eric Redding helped to keep everything in line. After what seemed to be a prolonged television operational budget explanation, Will Nimmow asked for questions. Kristie Goforth asked if there was a rainy day fund for the department. Will Nimmow indicated there was about \$56K in the department's fund balance. Kristie asked if the department had used any money from the fund before. Will Nimmow indicated that the entire radio station was built using money from the fund. Eric Redding also commented that the fund is intentionally left high, as it serves more of a capital budget for the department when any larger infrastructure issues should arise.
Susan Manning asked what amount the budget was over. Will Nimmow indicated about \$4500. Susan suggested writing a grant to the Monona Grove Education Foundation for equipment to help with the lack of funding. After looking through the numbers Will Nimmow found out that he needs additional training in Microsoft Excel:)
Will Nimmow and Eric Redding lament about the Capital Budget and Operational Budget process for the department as the workflow is a bit convoluted since all

the revenue is coming from outside the city tax base. Will Nimmow continued to stumble a bit with his budget numbers, however, luckily Phil Glende asked a very important question to the budgeting process... He inquired about the rate of decline of the franchise fees. Will Nimmow estimated the decline to be about \$2K each year. Will Nimmow did indicate that 2020 may not see as big of a decline as previous years. Eric Redding noticed that Charter fees had stayed the same, and in some quarters had gone up, while AT&T U-Verse had consistently gone down. Eric Redding asked if TDS was in Monona yet. Will Nimmow said that City of Monona Finance Director Marc Houtakker had submitted video service provider paperwork to TDS and is awaiting a response. Kristie Goforth asked Will Nimmow if he wanted to submit a 0% budget. Will Nimmow did not want to do that as it would be taking money out of certain areas of the budget. Will Nimmow mentioned that the Friends of WVMO can help with some of the budgeting items if need be, as that was the original goal when creating the 501c3. Eric Redding asked Will Nimmow where he would like to devote more money into the budget. Will Nimmow would like to see more money into personnel first and then professional development. Amelia Speight thought that professional development would be important with a new employee on board next year. The committee approved the operational budget as discussed, utilizing the full revenue amount.

b. Monona Community Media\WVMO Merge

- i. Will Nimmow asked the committee to weigh in regarding the merger of social media accounts from WVMO and Monona Community Media. Nims would like to streamline the social media process, while also focusing the branding of the department to be one entity, (ex. WVMO TV & Radio). Susan Manning wasn't sure putting WVMO in front of everything the department does was the best solution. Phil Glende felt WVMO TV and WVMO Radio should have separate websites and social media accounts. Kristie Goforth asked if Will knew any analytics for the website pages for Community Media. Will Nimmow will ask Leah Kimmel for information. Matt Bittorf was in favor of merging TV and Radio into WVMO. Katy Byrnes Kaiser agreed there should be a merge and kicked out the idea of utilizing "The Voice of Monona" instead of WVMO. Amelia Speight agreed that things should be merged and liked the idea of using "The Voice of Monona." Amelia also thought maybe it could be Video and Radio? Eric Redding agreed that there needs to be a merger and thought "WVMO Media" could be a good brand. Eric Redding asked if we utilized WVMO for everything, would the Friends of WVMO 501c3 now assist in funding the television side of the department? Amelia Speight indicated that the radio station has a lot of community stakeholders and they should perhaps be involved in the process of merging as well. Kristie Goforth asked Will Nimmow if this was something he wanted to act on or work through at other meetings. Will Nimmow would like to continue to work through the process.

- c. Create alternate chair/president of committee
 - i. Susan Manning thought Eric Redding or Matt Bittorf should be alternate chair for the committee. Matt Bittorf declined to be the alternate chair of the committee. The committee approved Eric Redding as alternate chair unanimously.

7. Reports

- a. Directors Report - Will Nimmow hopes to have a final decision on the new employee by the next committee meeting.
- b. Committee Chair ideas/discussion - NA

8. Adjournment - Susan Manning made a motion to adjourn and Eric Redding seconded 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.