

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Monona Room, Senior Center
Thursday December 13th, 2018
6:00 P.M.

1. Call to Order - Jennifer Kuhr called the meeting to order at 6:04PM

2. Roll Call - Dan Olson, Bob Bocher, Matt Bittorf, Jennifer Kuhr, Will Nimmow and Eric Redding were present. Carl Davick, Susan Manning, Allison Lenz, and Becca Reynolds were absent. Justin Janness was also present.

3. Approval of minutes from December Meeting - Matt Bittorf motioned to approve and Dan Olson 2nd the motion. The minutes were approved unanimously.

4. Appearances - NA

5. Unfinished Business

N/A

6. New Business

- a. Katy Byrnes Kaiser - Monona Grove School District, Director of Communications & Community Engagement

Katy introduced herself to the committee and provided her professional background as well as some of the projects and initiatives she has been working on for the school district. Matt Bittorf mentioned that it would be nice to collaborate on social media with the school district on certain events where appropriate. Eric Redding mentioned that he was excited to see the new position and what types of projects and ideas come from this new position and game plan. Dan Olson was excited about the internal communications process and how that has changed and will continue to improve. Katy's goal is to get into the schools in 2019 and build relationships with teachers in staff at all the schools. Jennifer Kuhr outlined some of the city's communications plans and how those could align with some of the communication objectives of the school district, as well as indicating to the committee that the city is still undergoing more of an assessment of their communications.

- b. Committee Membership Update.

Will Nimmow was happy to report that the committee had a new member, Claire Lempke, who currently works for KW2, a local well-known advertising agency in Madison WI.

- c. MMI Equipment Updates & 2019 Capital Equipment Purchasing

Will Nimmow notified the committee that all of the equipment from MMI had been purchased and delivered, as well as many additional items that were not part of the purchase price and were "added" at no cost, including, chairs, acoustic wall panels, microphones, first generation Go Pro's, cables and miscellaneous equipment and parts. Will Nimmow also indicated that the first purchase for 2019 would be a new video server for the head end. Will and Justin explained how the current server space was limited and they were continuing to merge and purge footage that was not needed or could be discarded. Eric Redding asked if cloud storage had been

looked into or if it was an option. Justin and Will indicated that they had not looked into cloud storage but could be an option for some footage for an extra back up.

7. Reports

a. WVMO Updates -

Will Nimmow gave brief update on WVMO and how the volunteers were doing.

b. YouTube Updates & Production -

No big updates other than working to finalize the "Meet Your Alder" videos. Eric Redding asked for an update on the FCC proposed rulemaking regarding the ability for cable providers to "write off" their operating costs of the PEG channels as "In Kind Contributions" and therefore lessening the amount of money paid in franchise fees. Will Nimmow indicated that it looked as though the proposed rule would pass the FCC sometime in 2019, possibly as early as spring.

8. Adjournment -

Eric Redding motioned to adjourn the meeting and Bob Bocher 2nd the motion. The meeting was adjourned at 7:06PM.

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.