



Whitewater Community TV
P.O. Box 178
Whitewater, WI 53190
Email: aluckett@ci.whitewater.wi.us
Telephone (262) 473-8564

CABLE TV COMMITTEE MINUTES

Wednesday, September 15, 2010

402 W. Main St.

Whitewater WI 53190

- I. **Call to order.** At 7:13 p.m.
- II. **Roll Call.** Board Members Present: Jim Winship, Mariann Scott, Roni Telfer, and Jay Craggs. Also present, staff: Ryan VanLanduyt, and Alan Luckett (Cable TV Coordinator).
- III. **Nomination of officers: Chair, Vice-Chair and Secretary.** Mariann Scott was nominated by Jim Winship for Chair. Jay Craggs was nominated by Jim Winship for Vice Chair. Jim Winship was nominated by Jay Craggs for secretary. All were in favor.
- IV. **Approval of Minutes from February 3, 2010.** Minutes were approved by Jay Craggs, 2nd by Roni Telfer. All were in favor.
- V. **Report on TV program content.**
 - a. **2010 Video Taping Calendar.** The current year 2010 calendar was presented. Alan Luckett estimated that over 200 programs will be filmed by year's end. Alan also talked about the production intensive programming which include the study of "*Allen Creek Watershed*" and "*Jack Hanna*". Alan mentioned that the School Board filming is paid for by the School District.
 - b. **Weekly Report for the Year 2010.** Jim Winship appreciated the documentation on weekly production.
 - c. **Seniors in the Park: Park Bench.** Alan Luckett reported that the Park Bench was started by volunteers. The video production crew for the program involves two volunteer announcers, Senior Program Director Deb Weberpal, and Whitewater TV Staff. The program covers a wide range of topics that concern seniors in our community.
 - i. **Digital Storytelling.** At the time the program was offered at the Senior Center, but had no takers. Jim Winship suggested focusing on the stories from the 100 year anniversary of the homecoming. Alan mentioned that he had discussed with Mariann Scott that the digital stories could be put into displays at the historical society. Mariann said she had mentioned the displays at a Historical Society meeting. Roni Telfer suggested holding a class upstairs with the Arts Alliance. Roni mentioned that the Arts Alliance is always looking for new programs. Alan had suggested a Thursday night class. All agreed that it would be a good fit.

- VI. Report on Video Playback System Upgrade.** Alan reported that this was a non-budget item that was moved under the approval of the city manager. Alan said that the Nexus Playback Unit had been failing weekly, and the opportunity to upgrade the system was available for \$3,000 for a \$10,000 machine which included a one terabyte hard drive raid system. The committee commended Alan for doing the upgrade.
- VII. Report on Conference Attendances. WAPC Spring Conference at Ho-Chunk.** Alan reported that all employees, Cameron Boydston, Ryan VanLanduyt and himself, attended the conference. Alan reported he was the master of ceremonies for the WAPC Video Festival and was a speaker at one of the events. Ryan VanLanduyt reported that it was rewarding to find out what other communities were doing in the state. Alan reported that employee Cameron Boydston won an Award of Excellence (the highest honor) for his production of the high school series "*Wednesday's with Willie*".
- VIII. Transparency in government ordinance discussion and action.** Jim explained that the ordinance was tabled until the following council meeting, waiting for feedback from all boards regarding their meetings being filmed or audio recorded. Alan reported that at a city management meeting, City Manager Kevin Brunner said that only a few would be video recorded. Mariann asked how long the meeting recordings should be archived. Alan reported that all current recordings are archived forever digitally. Alan reported that there was a request for the on-line meeting agendas become linked to the on-line video. Alan reported that Tim Nobling, the city's chief information officer, was assisting him in looking into accomplishing this need "in-house" to save money. Roni Telfer felt if every meeting were recorded that it may stifle participation with the smaller committees. Jim Winship showed the same concern for the smaller committees, since most are recommendation making committees and not decision making committees. Mariann felt that it would be better to have a promotional meeting for each committee to help explain and educate their purpose to the community. Jay Craggs felt that recording the additional meetings at a time when budgets are being frozen put more of a burden on the TV channel; especially, if new equipment were needed to be purchased to fulfill this need. Jim Winship said he would report back to the common council that recording all the meetings would be difficult to do with the small staff. The Cable TV commission was in agreement to additionally record one meeting within a year of each board and commission. The commission decided that recording every meeting would not be recommended.
- IX. Current 2010 Franchise Fee review.** The franchise fee comparison was shown to the committee. Alan reported that since 2008 Charter's Cable TV franchise fees have been decreasing. 2007 was \$117,156.13. 2008 was \$116,187.00. 2009 was \$109,364.12. Alan projected that revenue from cable fees would be just over \$100,000 for the year 2010. The first half of 2009 was \$5,000 more than the first half of 2010.
- X. 2011 Budget.** Jim Winship raised a concern regarding that the Cable TV budget was \$6,000 more than last year; especially since all departments were requested to freeze their budgets to the same amount as the previous year. Alan Lockett had said that the capital equipment pushed it over the top. Since the transparency ordinance had the potential to increase hours in production, Alan had recommended a recording system that would speed up their TV production by adding titles to their videos while recording. Jim asked if the transparency

ordinance did not request all these new meeting recordings, would the TV channel still need this piece of equipment. Alan commented that without an increase in demand the TV channel could do with what they have. Alan had recommended the equipment because it was light and more portable than their current equipment, and would save on the workers hours. In reporting on the budget, Alan recognized that funding was decreasing and the contribution from the Cable TV fund back to the city in administrative fees was increasing. Alan reported that the cable budget is split between $\frac{3}{4}$ of budget allocated for employees, and $\frac{1}{4}$ for operations. Of that operations budget, a majority of the money was for chargeback fees (administrative fees) to the city. Jay Craggs was concerned about reserve funds being depleted when equipment is needed. Alan reported that the 2010 budget he presented to council had asked for more capital equipment and that the council had him decrease the budget. Alan stated that the budget was viewed by the council as a whole (capital and operations together) even though the capital would come out of reserves. The committee recommended a flat budget for 2010, and to not buy any capital equipment that would be used for the new transparency ordinance since there is no room for the additional equipment and there is no direction given at that current time from the common council. The Cable TV commission suggested creating a separate price list for capital equipment and employee hours directly linked to the transparency ordinance if it were put in place. Jim Winship made a motion to create a budget for 2011 that matched the same dollar amount as the current year, 2nd by Jay Craggs. All were in favor.

- XI. Legislation Update.** Alan reported that State Representative Hebl had tried to move a bill regarding Community TV channels and decided the support was not there. At the same time, Congresswoman Tammy Baldwin was pushing Community Access Provision Act that would increase funding and quality to Public, Education and Government TV Channels.
- XII. Schedule Future Meetings and Topics.** Alan suggested meeting after the franchise fees were received. The committee suggested after the years franchise fees were all collected, potentially June, and September for budget.
- XIII. Adjournment.** At 8:51 p.m. All were in favor.

Submitted by
R. Alan Lockett
Community TV/Media Services Manager
Whitewater Community TV
Analog 98 and Digital 990