



Whitewater Community TV
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CABLE TV COMMITTEE - MINUTES

October 23, 2013

Whitewater Community TV

402 W. Main St.

Whitewater WI 53190

- I. **Call to order.** Called to Order at 6:06 pm.
- II. **Roll Call.** Frank Rowe, Ken Kienbaum and Stephanie Abbott. Also in attendance is Alan Luckett, staff liaison, and Perry Gilpatrick, high school employee.
- III. **Nomination of Officers: Chair, Vice-Chair and Secretary.** Frank Rowe was nominated Chair (all were in favor), Ken Kienbaum was nominated Vice-Chair (all were in favor) and Alan Luckett was nominated secretary (all were in favor).
- IV. **Approval of Minutes from September 11, 2012.** Stephanie Abbott moved to approve the minutes, Frank Rowe seconded with a correction of date change (all were in favor).
- V. **Manager Report**
 - a. **Video Taping Calendar Review.** Alan Luckett reported that he created a running list of production time spent per project over a three year span. 68% of the video productions were government related. 22% is school with 2% paid for by the district. The public is 10% of the video productions.
 - b. **Seniors in the Park: Park Bench Show.** Alan reported that the show was going strong. Almost one show per month was being recorded. The show is hosted by a volunteer, Skip Grover, and is co-produced by Deb Weberpal, director for Seniors in the Park.
 - c. **Wisconsin Community Media (WCM) Spring and Fall (2012 & 2013) Conferences.** Alan Luckett reported that he serves on the board for the WCM and is in charge of vendors at conferences. He reported that in Fall 2012 Whitewater Community TV hosted the WCM Fall conference. The focus was on Digital Storytelling. City Alderman and UW-W Professor Jim Winship lead the session. The Spring Conference was in Milwaukee. Alan was in charge of the Video Festival presentation, and he spoke at a session on capturing good audio. Whitewater TV had won several awards at the conference. The Fall 2013 Conference was held in Marshfield. There were sessions on marketing your channel, streaming interviews, and working with the WIAA regarding high school sports coverage.
 - d. **Other City Related Media Manager Operations.** Alan Luckett reported that he was archiving old tapes which added to the video production time. He also reported that he was working with the city on social media and the city's website. Making sure everything is backed up. Most other duties involve training, equipment repair and installation.

- VI. **Franchise Fee review.** The break-down of the franchise fee were reviewed. Alan estimated that the revenue should be close to \$100,000 for the year. He reported that Charter was trying to get away from contracts to help in retaining customers. He also reported that Charter was moving most of their channels to digital, and were giving customers a rental free tuner for one year. After the year was up the tuner would be \$5 per month. He said Comcast had already made a complete digital switchover in several states.
- VII. **2014 Budget and Goals Discussion and Action.** Alan talked about revenue from franchise fees, stating that he expected \$100,000 in revenue and that there was a department fund reserve of \$105,000. He also mentioned the annual administrative fee which is added to the budget by the city at \$22,000. The presented budget was \$120,894 (less the administrative fee, the budget was \$98,894). He mentioned that the administrative fee has been spending down the fund reserve which once was \$150,000. Alan felt the fund reserve will be gone in 4 to 5 years. The Cable Committee was concerned with future funding. Alan mentioned that he audited the energy usage in the building several years ago and said it was \$12,000 annually before the new furnaces were installed. He said the Arts Alliance is a paying tenant which helps offset the utility costs as well as support for city maintenance staff. He also mentioned that the school district was only helping to pay for the school board meetings to be taped, and not the concerts or sporting events. Goals and Accomplishments were reviewed (see attachments). Alan mentioned proposed purchases for the next 5 years which were cameras and computer editors.
- VIII. **Schedule Future Meetings and Topics.** Next meeting will be mid-February to review year end and franchise fee totals.
- IX. **Adjournment.** Stephanie Abbott moved to adjourn at 7:33 pm and Frank Rowe seconded the motion, all were in favor.

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