



Whitewater Community TV (WWTV)
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CABLE TV COMMITTEE - MINUTES

October 14, 2014

Whitewater Community TV

402 W. Main St.

Whitewater WI 53190

- I. **Call to order.** Called to order at 6:36 p.m.
Roll Call. Board members present Kathy Ross, Wayne Williams, Ken Kienbaum, and Lynn Binnie. Staff present Alan Luckett and Zachary Popke. Tom Hapka arrived at 6:48 p.m.
- II. **Nomination of Officers: Chair, Vice-Chair and Secretary.** Wayne nominated Ken Kienbaum Chair, 2nd by Kathy Ross (all were in favor). Kathy Ross nominated Wayne Williams Vice-Chair, 2nd by Lynn Binnie (all were in favor).
- III. **Approval of Minutes from October 23, 2013.** Wayne Williams moved to approve the minutes, Lynn Binnie seconded (all were in favor).
- IV. **Manager Report**
 - a. **Video Taping Calendar Review.** Alan Luckett presented the calendar. He reported that there were less events recorded in the school district. The extra time has been spent on archiving videos. The videos are stored on DVD and hard drive. These hard drives have been backed up, with one copy in the studio and another stored at city hall. Lynn Binnie had asked if there was a way that chapter marks could be added to on-line video. Alan responded that the feature was not available through Vimeo (the current service used for on-line videos), He said it was possible through other, more expensive providers. A difference of \$10 for Vimeo or \$300 through PEG Central.
Tom Hapka arrived at 6:48 p.m.
 - b. **Seniors in the Park: Park Bench Show.** Alan reported that there were fewer episodes recorded for the year. He said they are looking for more ideas for episodes that pertain to senior's interests. He acknowledged the good work of Deb Weberpal and volunteer host, Skip Grover.
 - c. **Wisconsin Community Media (WCM) update.** Alan reported that he is a board member, and recently nominated chairman, of the WCM. He has annually produced of video portion of the annual Spring Video Festival at the WCM Spring Conference. WWTV was presented with several awards at the Video Festival. Employee, Cameron Boydston had received an Award of Achievement for his production of the "Happy Holly Days Electric Parade" which was co-hosted with WWTV Cable Committee board member, Wayne Williams, and the Director for Rice Lake

Community TV and past employee of WWTV, Ryan VanLanduyt. Alan Lockett's public service announcement (PSA) "Leaves in the Streets? Noooo!!!" received an award of excellence. Alan reported on the summer meeting of the WCM, which had discussed program sharing through cloud storage services. He reported that he will be speaking on "How to Improve Video Production" at the WCM upcoming Fall Conference.

- d. **Wisconsin Advocates for Music Education (WAME) update.** Alan reported that he serves on the WAME board as a volunteer, since he was awarded "Community Service Award" by the organization. This board includes music teachers, students, music vendors, and Community Service Award recipients. The group discusses how to advocate music with elected officials at the state level.
- e. **Other City Related Media Manager Operations.** Alan reported that he would like to use Wisconsin Surplus for the sale of equipment. He felt he would get a better price through this group. Lynn asked if there was a way of tracking the viewership of programs. Alan indicated that internet based content could be tracked. He stated that several people contacted him regarding WWTV not be available through Charter. After inquiring with Charter, Alan had found that loose cable connections inside and outside of homes can cause the channel to be lost due to conflict with radio frequencies. Inclement weather can cause issues with these connections as well. Alan said that Charter has been trying to remedy this issue all over the city. Lynn Binnie said he has had to refresh his cable box to regain some channels. Lynn heard that Charter was charging people for home visits related to bad cable boxes. Alan shared contact information for complaints at the state level. He said that he has been working with the Charter government relations representative, trying to remedy issues while avoiding unwanted fees. Alan gave the history of the Statewide Cable Franchise Agreement and how it relates to customer service. He also mentioned the University of Wisconsin Whitewater's switch from Charter cable TV to satellite service. UWW felt that Charter was cost prohibitive. Kathy Ross was interested in Streaming of the channel on the internet. Alan said he would have to work with the IT manager to set up that service at city hall. Lynn was concerned that the TV channel would be "shooting ourselves in the foot" if they were streaming. Lynn said he has Charter at his home because of the WWTV channel. Wayne Williams said that smart TV technology will drive people away from Cable TV in the near future, and that WWTV should be concerned with loss of franchise fees. Alan commented on a bill Tammy Baldwin is supporting, called the "Cable Access Preservation Act" (CAP Act). The bill positively addresses funding for channels like WWTV.

Employee, Peter Sobolewski arrived at 7:15 p.m.

- V. **Franchise Agreement & Fee review.** 2013 Franchise Fees were \$97,872.04. Alan said that the Franchise Fees are based on Cable TV service and does not include phone and internet. The first two quarter Franchise Fees for 2014 were discussed. First quarter was \$25,811.99, and the second quarter was \$24,477.85. Alan reported that municipalities that are tied to the Statewide Franchise Agreement have no power of the termination or renewal of an existing cable service provider, that agreement is with the State of Wisconsin. Alan's revenue projection for Franchise Fees in 2014 was \$100,000.

VI. 2015 Budget and Goals Discussion and Action. Alan presented the proposed budget and future goals. He reported that the budget operates off of Franchise Fees and the difference is made up from fund balance. This fund balance is needed to offset the \$22,000 of the annual budget that is a transfer to the general fund (a fee that was created when the city was in a recession/deficit). Kathy Ross asked if that \$22,000 were a real amount. Alan said it offsets the rent, utilities, and managing payroll. Subscriptions and dues were increased for the proposed budget for Adobe Creative Cloud subscription which would allow WWTV to access all Adobe production programs. Capital was reviewed. Wayne Williams made a motion to approve the budget, 2nd was made by Kathy Ross. All were in favor.

VII. Schedule Future Meetings and Topics. Wayne Williams requested a future topic on promoting the channel. Promotion to include Facebook.

VIII. Adjournment. Lynn Binnie moved to adjourn at 8:35 pm, 2nd was made by Wayne Williams, all were in favor.

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