

**CABLE COMMUNICATION SYSTEM ADVISORY COUNCIL**  
**September 28, 2016**

The Cable Communication System Advisory Council was called to order at 4:47 p.m. by Chairperson Wiesner in the 2<sup>nd</sup> Floor Conference Room, City Hall. Roll call: Mr. Wiesner, Mr. Loss, Ms. Weber, Mr. Tjernagel and Mr. Clinkenbeard were present. Also present: Jason and Morgan Mann of Mann Communications.

Moved by Mr. Loss, seconded by Mr. Tjernagel to adopt the following agenda:

1. Roll call
2. Adoption of agenda
3. Cable TV Update
4. Consideration of: 2017 Cable TV budget
5. Adjourn.

Carried.

Cable TV Update

Jason and Morgan Mann of Mann Communications, LLC updated the council on what programming has been implemented in 2016, and what will be coming up in 2017. The contract states 30 programs are created for the City each year; plus additional programming from the community. A list was handed to the members.

Ideas for programming, that wouldn't overlap other productions, were discussed. Ms. Weber asked whatever happened to the idea of having a mobile "booth" where the public could come and create their own programs. Mr. Mann replied that the money in the budget went to new equipment; but they are weighing the possibility and factoring costs to have a mobile set-up built, and gathering information on how often it would get used. Mr. Wiesner responded that the problem wouldn't as much lie with the mobile unit being utilized, as much as it would be the Mann's time; whereas, if there was one place to go and not make it mobilized, it would be easier to utilize.

Mr. Mann stated that at this time the issue to set something like a "booth" is finding a dedicated space big enough for such productions. Ms. Weber suggested the space at the Visitor Center, where the City Hall meetings were held prior to the new building. She stated that it is open for use. Another thought, suggested by Mr. Mann, was to use the Mayor's office, as it is usually empty. Mr. Mann is going to explore this option first, as the location is ideal because of its vicinity to the production room already in use.

Mr. Mann stated another issue is how to generate revenue to stay afloat as a production company and keep costs down. Mr. Wiesner suggested soliciting companies for advertising/sponsorship to help cover non-profit use. There is going to be about \$20,000 returning into the fund balance that possibly could cover some of the start-up.

Ms. Weber suggested the city channels create engagement so they are not passed by because of high number destinations. Involving locals and home-grown productions may get others more interested in finding the public access channels and watching. One idea she had was to have a “talk show” where each day, at a set time, different non-profit groups come in and talk about what they have going on; informing the public about upcoming events or informative segments. Ms. Weber recommended starting with one show each month (example: the first Tuesday); non-profits fill slots as available.

Mr. Tjernagel shared how WDOR likes when the school board meeting are aired, as he can go out and grab the information pertaining to the meeting; then he doesn't have to choose between two meetings happening at the same time. Ms. Mann commented online is also convenient for those who do not have cable.

Mr. Mann stated the next step, after acquiring a space, is to get equipment. He estimated about \$18,000 would be needed; two cameras and editing equipment. Mr. Loss proposed a project plan be put together; and bring it forward to the Advisory Council at a later time. Mr. Wiesner agreed; all associated costs should be outlined and possibly discussed, along with any legalities that may incur and can be accessed by the City Attorney.

Ms. Weber would like to see Mann Communication, LLC put together a rough draft of what they are thinking for new cable productions. Mr. Mann stated he would like to have another meeting in October to discuss this further, and finalize the budget. Mr. Wiesner stated that before we can move on, the costs associated with the proposal must be established.

#### 2017 Cable TV Budget

The 2017 budget was handed out. Mr. Wiesner asked what the \$207,000 in operating transfer out/fiber infrastructure line was. Mr. Mann was not sure, but thought it was a line item put in place by Val Clarizio, the City treasurer/finance director. Mr. Tjernagel thought it may have to do with Charter notifying customers they were going to start charging each user for the use of its fiber infrastructure per access; and not combining the three into one as has been past practice. Mr. Mann was going to confirm this and get back to Mr. Wiesner.

Mr. Mann reported there is fund surplus, where the City has decided to leave for now and not take any funds away from the balance. Mr. Wiesner stated the funding contract with the State comes due every two years, but is something that the State may not stop; having extra funds is good for this reason.

Mr. Mann explained the 2017 budget is not increasing; however, there will be a reallocation of funds. Broadcast production increased as rates have increased; this will be discussed more next meeting. In the past, extra money has been left for special tapings/productions; an example of this was when the school did away with their channel, the City absorbed it so School Board meetings are now included. Under miscellaneous contractual line item is where a quarter of these funds are school costs.

Mr. Wiesner noted the 4.3% raise for personnel. Mr. Mann replied in the contract verbage, when renewed a 3% wage increase was to occur. This 3% was stripped out when the State became involved. The 4.3% was added as an option as an increase with contract renewal has not occurred in a number of years. Mr. Wiesner also noted that City does have a standard 2% raise on all employees, and feels this amount is within reason; the City is happy with Mann Communication's performance.

Mr. Wiesner suggested the budget be tentatively approved as is; but no action will be taken at this meeting until he can hear the explanation to the \$207,000 in account 21-00-000-59200, operating transfer out/fiber infrastructure. It is to be explained to Ms. Clarizio the budget is okay as is; it will be voted for complete approval at the next Cable Advisory Council meeting dated October 13, 2016.

Moved by Ms. Weber, seconded by Mr. Tjernagel to adjourn. Carried. The meeting adjourned at 6:07p.m.

Respectfully submitted,

Sarah Spude-Olson  
SBPD Office Manager