



Whitewater Community TV
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CABLE TV COMMITTEE MINUTES

Monday, February 2, 2009

402 W. Main St.

Whitewater WI 53190

- I. **Call to order.** At 7:11 p.m.
- II. **Roll Call.** Board Members Present: Jim Winship, Mariann Scott, Roni Telfer, and Patrick Singer. Also present, staff: Ryan VanLanduyt, Cameron Boydston and Alan Luckett (Cable TV Coordinator). Also present from Delavan: John Finley and Dave Kilkenny.
- III. **Cable Commission Oath of Office.** Oath was taken by members.
- IV. **Introduction of new staff: Cameron Boydston.** Cameron, a Whitewater High School Student, was introduced.
- V. **Approval of Minutes from September 29, 2008.** Jim Winship made a motion to approve with no corrections. 2nd by Roni Telfer. All were in favor.
- VI. **2008 Year End Review.** Alan Luckett provided a brief report on significant accomplishments from the 2008 Management Plan and other notable information. Documents are attached.
- VII. **2008 Franchise Fee review.** Alan Luckett reported that \$116,187.00 had been collected for the year 2008 in franchise fees. 2007 fees were \$117,156.13. The loss in revenue was due to the new State Cable Law, Act 42, which removed interest on franchise fees held by Charter Communications.
- VIII. **Discussion on impact of Charter Communications potential Bankruptcy.** Alan Luckett reported that there was no threat to franchise fees collected in the restructuring of Charter.
- IX. **Needs Assessment with Mary Cardona. Action.** Jim Winship made a motion to approve paying Mary Cardona for the work she had done on the Needs Assessment. 2nd by Patrick Singer. All were in favor. Jim Winship wanted to use the assessment as a guide for future direction of the TV Channel. Alan Luckett reported that the bill from Mary Cardona was less than what she had originally quoted due to the halt in franchise renegotiations that was caused by the creation of Act 42. Roni Telfer was concerned with having the document be more descriptive than opinionated, and that it needed to be updated. The committee felt the document could be trimmed and made more accurate. Alan Luckett mentioned that the document had good information on Act 42 and suggestions of needs that could be fulfilled. Jim Winship felt that the highlights of the assessment are the community needs and desires of the TV channel. Alan Luckett said he would update some of the material in the draft of the Needs Assessment and bring it back to a future meeting.
- X. **DVD sales through the Music Parents Association. Action.** Alan Luckett had met with the Music Parents Association (MPA) regarding the February Pops Concert and future DVD sales. Alan Luckett had proposed DVD sales be coordinated through the music teachers and to be used as a fundraiser for the MPA selling DVDs at one rate of \$15 with \$5 per DVD going back to the MPA. Motion to approve the sales was made by Roni Telfer. 2nd by Patrick Singer. All were in favor.
- XI. **Wireless equipment replacement. Action.** Alan Luckett reported that the Federal Communications Commission (FCC) had sold the frequency bandwidth that the stations wireless microphones worked on. Alan said that he could get a rebate for the purchase of new wireless microphones if he sent the equipment back to the manufacturer. Motion to purchase replacement equipment was moved by Roni and 2nd by Mariann Scott. All were in favor.
- XII. **Equipment Retirement Plan. Action.** Alan Luckett presented a list of unused equipment to be auctioned off. The list was approved for sale contingent upon the Common Council approval. Motion was made by Roni Telfer. 2nd by Patrick Singer. All were in favor.
- XIII. **Schedule Future Meetings and Topics.** Needs assessment will be discussed at the next meeting. Request for meeting quarterly was made.
- XIV. **Adjournment.** Motion to adjourn at 8:44 p.m. was made by Roni Telfer. 2nd by Jim Winship. All were in favor. Written in the third person by R. Alan Luckett, TV Coordinator and Appointed Secretary

Whitewater TV 2008: A Brief Review

Significant Accomplishments:

1. All new programs (with the exception of programs in the Community Room at the Municipal Building) are recorded in High Definition (HD). HD program copies have not been sold; no requests have been made at this time. All HD programs are archived in HD as well as Standard Definition (SD).
2. We increased the quantity and quality of in-house studio productions. Most significant was "The Esterly Machine Company". This documentary began in May and was completed in November 2008. Vocal talent and musical compositions were performed and recorded in the studio with local talent. The script for this production was funded by the Historical Society (author is Bo McCready). Whitewater TV's equipment, facilities, and staff were involved in all facets of this production.
3. Whitewater TV has contracted with the University and began website development in the fall of 2008. Current development is in the research/pre-production stage. We hope to have an interactive website that facilitates the distribution of local information and programming content, as well as facilitates communication between Whitewater TV employees and volunteers, employees of the City of Whitewater, and members of the UW-Whitewater and Whitewater communities.
4. In early 2009 we plan to implement remote channel access for emergency and non-emergency information. This will be combined with our website development.
5. We backed-up all Digital Archives from 2006 back to the beginning of Digital Production in 2002. Original digital files are stored off-site. Back-up files are at the studio for copy requests.
6. We initiate archiving all taped programs into a digital format for historic preservation, and plan to have a catalog of all programs on-line for purchase. Our tapes are dated back to 1994(multi-year project). We currently broadcast these historic programs as "Vintage Watch 5" and "Vintage Station 13" on weekends and afternoons.
7. In 2008 we had recorded and produced over 150 televised programs.
8. We technically assisted the school district with upgrades to their board room for the purpose of broadcasting school board meetings.
9. We assisted in making all recorded city meetings available on-line through Google Video, and linked to the City's website. This includes the Common Council, Plan Commission, CDA, and a youth baseball game.

Other Notables:

After working for Station 13 and Whitewater TV since 2000 (at the time he was 16), Colin Cheever has moved on to bigger and greater things. He is now employed at UW-Whitewater as a "Gardener". *Currently he gardens snow.* We wish him the best of luck in the future, and greatly miss his presences at all the Common Council Meetings, Plan Commission Meetings, and other local productions.

After working for us since September 2007, Ge Vang has graduated from UWW and moved to St. Paul. Ge is currently seeking employment. He served as a great cameraman, editor, and all-around production assistant. We wish him the best as well.

In the summer of 2008 Ryan VanLanduyt returned to our employment after completing a year at UW-Superior. We are very glad to have him back. Currently he is continuing his education on-line.

At the end of 2008 we began to search for two new employees. As of January 28, 2009, we have hired local high school student, Cameron Boydston. His energy, and eyes in the school district, will serve as great support for our channel and our community.

Submitted by
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Whitewater Community TV January 2009 Brief Report

1. Over the winter break, leading into January, we wrapped-up editing the school district holiday concerts. All DVD orders have been sent out, including the Esterly DVD which is being distributed by the Historical Society.
2. I met with Karie Nygren and interviewed for potential camera operators. Of the candidates we interviewed two and employed one, Cameron Boydston, which we have begun training this week. Currently we are running advertisements in the Royal Purple to fill a second position. We hope to hire a college student with open daytime hours.
3. I met with Tourism, the Community Development Authority (CDA), and Carol Cartwright to pursue a grant through Preserve America for an interactive historic walking tour. Currently we are in the planning phase. This grant includes matching funds which we hope to achieve through fundraising and staff contribution of hours. Whitewater TV will assist in recording the tour narrations for portable MP3 players, and provide pictures and video for downloadable videos on-line and for broadcast on our channel. This will serve as an educational documentary of our historic homes. Mary Nimm of the CDA is coordinating this project.
4. I met with the Music Parents Association (MPA) regarding the February Pops Concert and future DVD sales. Whitewater TV will record the concert and provide sound reinforcement. DVD sales for school concerts are down this year. I had proposed sales to be coordinated through the music teachers and to be used as a fundraiser for the MPA. Currently, Whitewater TV sells individual DVDs for \$15 with price breaks on multiple orders. Shipping and handling costs are worked into the \$15 (which can be \$2.25 per individual sales). I had suggested we sell DVDs at one rate of \$15 with \$5 per DVD going back to the MPA. This would eliminate the hassle of packaging and mailing DVDs. It would have a strong potential of increasing sales. Discussion and action of DVD sales will be decided upon by the Cable Commission. Lori Heidenreich, the high school choir teacher, is borrowing our retired 16 channel mixer for the Pops concert. She will pre-mix the Music Masters for their performance. This will greatly reduce the burden on our production team for the concert.
5. Currently we are working with one volunteer on a slide show/video of a Motorcycle Rally for remembering 911.
6. We are currently receiving quotes on budgeted capital equipment.
7. During the cold days off of school I met with Don Deal regarding improving recording in the high school auditorium. We are looking at a removable microphone setup similar to the university's recital hall in the arts building. This would include some cable installation. The cost being minimal. This would greatly reduce concert pre-production setup.
8. In January we recorded: 2 Common Council Meetings, 1 Plan Commission, 1 Alcohol License Hearing, 3 Court Sessions, 1 School Board, and a League of Women Voters Meeting. It has been a slow month for recording.
9. We've been cleaning out old gear. Making a list of what to sell/retire.
10. The last video shoot for the year will be January 31 at the Arts Alliance. Ryan will record the event.
11. We have been actively archiving all taped programs into a digital format for historic preservation, and plan to have a catalog of all programs on-line for purchase. We currently broadcast these historic programs as "Vintage Watch 5" and "Vintage Station 13" on weekends and afternoons.
12. Our current video recording calendar has over 60 events for the first half of the year.
13. Significant upcoming events are the POPs Concert at the High School on February 8. Performances will be made by the Middle and High School Choirs and Bands. This is the annual fundraiser and silent auction for the MPA.

Everyone should show their support and have a listen to our talented students.

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