



Whitewater Community TV
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CABLE TV COMMITTEE MINUTES

City of Whitewater
September 11, 2012
At Whitewater Community TV
402 W. Main St.
Whitewater WI 53190

- I. **Call to order.** Meeting was called to order at 7:04 p.m.
- II. **Roll Call.** Marianne Scott, Dianne Bowker, Kathy Ross, Frank Rowe and Roni Telfer. Also in attendance is Alan Luckett, Staff Liaison & TV Coordinator, and Peter Sobolewski, Staff.
- III. **Nomination of Officers: Chair, Vice-Chair and Secretary.** Frank Rowe was nominated Chair by Roni Telfer and 2nd by Kathy Ross. Marianne Scott was nominated Vice Chair by Kathy Ross and 2nd by Frank Rowe. Alan Luckett was nominated Secretary by Kathy Ross and 2nd by Roni Telfer. All were in favor.
- IV. **Approval of Minutes from September 29, 2011.** Roni Telfer moved approval and was 2nd by Marianne Scott. All were in Favor.
- V. **Manager Report**
 - a. **Video Taping Calendar Review.** Calendar was presented. Alan Luckett presented a comparison of shows recorded dating back from 2008 to the present. Alan reported that all School Board and teacher training for the School District were paid by the School District. The number of government tapings had increased due to the transparency in government ordinance that was passed, the monthly Park Bench Show, and Wastewater Training. Alan explained how his staff produces concert videos in the school district. Alan explained that an hour and a half worth of concert takes a minimum of 6 hours of production time from start to finish.
 - b. **Seniors in the Park: Park Bench Show.** Park Bench is a monthly program that is regularly recorded. Only one month was not recorded in 2011 (July). Skip Grover was the volunteer host, and Deb Weberpal, Senior Coordinataor, helps guest host occasionally.
 - c. **Wisconsin Community Media (WCM) Spring Conference.** Alan Luckett attended the conference and was a moderator for one session. Alan helps the organization by serving on the board and is in charge of the vendors at the spring conference. Whitewater TV won several awards for their productions. Awards received were for the Marching Band Competition, Packer-up Donation Challenge, and Bringing the Arts to Whitewater.
 - d. **Alliance for Community Media (ACM) Summer Conference.** The ACM Conference was held in Chicago over the summer. Alan attended the conference on a Grass Roots Scholarship. The expenses were only

parking, some food and hotel. It was a national conference. Archiving content was the focus of the conference; San Francisco was the leader in this. Other topics were promoting your station, and getting more volunteers. Alan did a lot of networking.

e. **WCM Fall Conference in Whitewater: Digital Storytelling.** Alan reported that the WCM Fall Conference will be held in Whitewater in October. The conference would be partially funded by money through the National Endowment for the Arts. The grant was awarded to Ben Strand of the UWW Young Auditorium. The money paid for our presenter, Jim Winship, and scholarships.

f. **Other City Related Media Manager Operations.** Alan is a Public Information Officer for the city as well. With cooperation from the University, the city of Whitewater held an emergency drill on campus that Alan participated in. Alan also works on the city's website.

VI. **Franchise Fee review.** Alan described the Franchise Fee purposed, and reviewed fees collected. Alan felt that the University's conversion to satellite may affect collected franchise fees. He anticipates a decline in collected fees.

VII. **2013 Budget Discussion and Action.** Alan discussed the 2013 budget. He highlighted the concern with fees collected by the city from the cable TV fund which are title "Administrative Fees". Alan felt that the TV reserve fund could disappear in 4 to 5 years if this draw down on the reserve fund would continue. The reserve fund had been used for equipment only in the past.

Roni Telfer moved to submit \$124,932 Budget for 2013. Kathy Ross 2nd the motion. All were in favor. The committee realized that the budget may be trimmed.

VIII. **Schedule Future Meetings and Topics.** Roni Telfer was interested in pursuing the creation of a digital tour of Whitewater using digital storytelling. She suggested getting Downtown Whitewater and the Chamber of Commerce involved. This would help market and teach history at the same time. Suggested next meeting would be after the last quarter franchise fee is collected.

IX. **Adjournment.** Motion to adjourn was at 8:45 p.m.

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