

**AGENDA**  
**COMMUNITY MEDIA COMMITTEE**  
**Monona Grove High School**  
**4400 Monona Drive**  
**Thursday May 9th, 2019**  
**6:00 P.M.**

- 1. Call to Order -**
- 2. Roll Call -**
- 3. Approval of minutes from April 11th Meeting**
- 4. Appearances**
- 5. Unfinished Business - N/A**
- 6. New Business**
  - a. Video Studio Tour - Lead by AV Club
  - b. Meet/Greet AV Club
  - c. Community Media Platforms
  - d. Franchise Fee Overview
  - e. Budget Process Overview
- 7. Reports**
  - a. WVMO Awards

**8. Adjournment**

If you cannot make the meeting, please notify Will Nimmow @ 608-513.6160.  
Thank you for your service.

NOTE: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact City Hall at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399.

The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**MEETING MINUTES (DRAFT)**  
**COMMUNITY MEDIA COMMITTEE**  
**Monona Room, Senior Center**  
**Thursday April 11th, 2019**  
**7:00 P.M.**

- 1. Call to Order** - Jennifer Kuhr called the meeting to order at 7:07PM
- 2. Roll Call** - Dan Olson, Becca Reynolds, Bob Bocher, Matt Bittorf, Jennifer Kuhr and Susan Manning were present, as well as Media Coordinator Justin Janness. Eric Redding, Claire Lempke and Allison Lenz were absent.
- 3. Approval of minutes from December Meeting** - Matt Bittorf motioned and Becca Reynolds 2nd the motion.
- 4. Appearances** - NA
- 5. Unfinished Business** - N/A
- 6. New Business**
  - a. Radio Program Host Volunteer Guidelines - Will Nimmow explained to the committee the new initiative to have WVMO program hosts volunteer one hour per month outside of their programming time. Susan Manning asked if there was a set system for how volunteering would be tracked and Will Nimmow indicated that he had not set up a formal system yet. Susan Manning gave some suggestions on ways to have a daily tracking system located in the studio that volunteers filled out each time they complete a task. Susan Manning also suggested that specific needs were clearly communicated to the program hosts, so they knew what needed to be done with little confusion. Will Nimmow explained the challenges with some of the production needs, as he would have to train some of the program hosts in proper production techniques in order for them to fulfill the needs. Therefore, requiring additional time from Will Nimmow to train volunteers. Becca Reynolds indicated that having assistance with events and Band introductions on stage would be a great help and it would seem that program hosts would be perfect for this. Will Nimmow indicated that some program hosts had reached out to him to volunteer, but many had not. Will Nimmow plans to follow up with the program hosts a number of times over the summer to keep the ideas top of mind.
  - b. Video Projects & Production - Will Nimmow walked the committee through the video projects that had been completed in the past few months as well as the projects that are coming up. Will Nimmow also reiterated that the "Meet Your Alder" videos were still in progress and that he needed more video from the alders. Dan Olson asked if the video production undertaken for the school year was matching with the production outline in the partnership agreement with the city of Monona. Will Nimmow indicated that he thought the AV club was producing more content this year, due to the strong skills of many AV Club members, and their initiative.

- c. Communication Assessment update - Jennifer Kuhr indicated that Maggie Baum would present her final Communication Assessment report. The assessment also assisted in putting together guidelines for a consistent brand image for the city of Monona, which included creating consistent logo variations for each department. Jennifer explained the assessment was general in its findings and would hopefully help lay a framework for the community media committee to take a role in new communication initiatives undertaken by the city. Therefore, the communication goals would be ongoing.

## **7. Reports**

- a. Website Updates - Jennifer Kuhr and Will Nimmow updated the committee on the progress on the website and the hopes of a new website having better navigational structure, perhaps similar to Bayside, Wisconsin website. Will Nimmow indicated that the city hoped it to have a new website update by late fall. However, that was not a definitive deadline as it may change based on other priorities for the city. Bob Bocher asked how the website could be completed before the Communications plan and branding was still under construction. Will Nimmow indicated that he felt the Website had a number of templates to utilize supplied from CivicPlus, that they would be able to represent the city without disturbing the consistency of the brand.
- b. 2020 Personnel Update - Will Nimmow indicated that he was hopeful he would be able to add another Youth Apprentice to the payroll for the 2019-2020 school year.
- c. Alder Kuhr asked the committee if they would prefer to meet on a different night. Becca Reynolds thought Thursday was always a busy night so perhaps Monday night? Jennifer Kuhr indicated that Monday was Council, which would be tough and School Board is Wednesday night. So, really the decision comes down to Tuesday or Thursday. Jennifer Kuhr said she will follow up with an email to the committee.

**8. Adjournment** - Bob Bocher motioned to adjourn the meeting and Susan Manning 2nd the motion. The meeting was adjourned at 7:11PM

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**DEPARTMENT  
PROGRAM BUDGET  
ACCOUNT**

**Community Media  
Operations  
2019**

**MISSION OF DEPARTMENT:**

Monona Community Media is a joint effort between the Monona Grove School District and the City of Monona. We aim to engage our community, enrich the lives of students and entertain our audience. We produce and transmit quality, community-based programming to serve the residents of Monona. The purpose of these programs is to foster communication between the City, the School and the Community.

**CHALLENGES AND OPPORTUNITIES AHEAD:**

1. Staffing for television and radio stations
2. Increase our presence on social media
3. Increase video content creation
4. Managing radio station volunteer efforts
5. Increasing the presence of Community Media at city center
6. Stream live High Definition video content on Monona Community Media YouTube Channel
7. Marketing opportunities for radio station and TV station
8. WVMO website updating and integration

**LONG-TERM GOALS FOR THE DEPARTMENT:**

1. To keep informed about changes in PEG Channel legislation and technology.
2. Have a presence at the Community Center and Public Library
3. Establish Media Lab at public library
4. Increase funding outside of franchise fee payments.
5. Increase communication efforts for city to the general public
6. Add a part-time audio production/communications position for radio station.
7. Create Monona Community Media Services, which produces, consults and manages media projects for local organizations and companies.

**SIGNIFICANT PROGRAM, COST, AND PERSONNEL CHANGES:**

1. Staffing and Benefits for 2018
  - Increase student part-time wages from \$9 per hour to \$10 per hour.
  - Youth Apprenticeship through Dane County School Consortium and MGHS. Approximately 450 hours per year at \$10 per hour.

**GOALS FOR 2019:**

<b>2019 Goals</b>	<b>Status</b>
Increase video content creation	Planning and organizing processes for increased production work.
Create content that can be broadcast on both radio & television	Continuing to find content that is appropriate and feasible for both radio and television.
Add Community Media presence to public library	Partner with library on community stories project.
Increase WVMO volunteer participation by requiring Radio show producers to volunteer for additional WVMO events and/or production.	Reviewing the process
Increase marketing efforts and fundraising for Community Media	Increase fundraising through football broadcasts and find process that works for basketball games as well.

**COMMUNITY MEDIA  
ACCOUNT JUSTIFICATIONS**

**REVENUES**

<b><u>ACCOUNT</u></b>	<b><u>AMOUNT</u></b>	<b><u>DESCRIPTION</u></b>
203-46-44100-000 FRANCHISE FEES	\$ 119,088	Estimated franchise fees
203-46-46700-000 OTHER REVENUE	\$ 55,110	Contract agreement with Monona Grove School District
203-46-49300-000 FUND BALANCE APPLIED	\$ 0	

**TV EXPENDITURES**

<b><u>ACCOUNT</u></b>	<b><u>AMOUNT</u></b>	<b><u>DESCRIPTION</u></b>
203-55-55370-110 WAGES	\$ 71,838	Director and Coordinator Salary
203-55-55370-119 WAGES, PART-TIME	\$ 13,432	High School Operation Technicians and Youth Apprentice.
203-55-55370-130	\$ 6523	

FICA		
203-55-55370-131 WISCONSIN RETIREMENT	\$ 4705	Wisconsin Retirement at 6.6%
203-55-55370-132 LIFE & DISABILITY	\$ 75	Estimated amount
203-55-55370-133 HEALTH INSURANCE	\$ 10,402	Estimated amount.
203-55-55370-134 PROFESSIONAL DEVELOPMENT	\$ 1225	Memberships, Conferences
203-55-59210-212 ADMINISTRATIVE/ ACCOUNTING SERVICES	\$ 2,300	Reimbursement to City for data processing and .accounting services
203-55-55370-221 TELEPHONE	\$ 950	Telephone for radio station, business line and on air lines
203-55-55370-310 OFFICE SUPPLIES	\$ 100	
203-55-55370-313 WEB PAGE DEVELOPMENT	\$ 100	Domain Name Registration
203-55-55370-340 MARKETING	\$ 1500	Marketing efforts. Banners, employee polo's and t-shirts
203-55-55370-341 STUDIO MAINTENANCE	\$2000	Adobe Software Subscriptions, VPC & Remote Desktop Connections, Radio Automation System Control.
203-55-59210-510 INSURANCE	\$ 675	Department share of property insurance premium
203-55-55370-800 MEDIA COMMUNITY ROOM	\$ 800	Charter Cable Subscription for Municipal Room. Monitor broadcast signal.
203-55-55370-810 EQUIPMENT	\$ 16,500	Cameras, Video Server,

**RADIO EXPENDITURES**

<b><u>ACCOUNT</u></b>	<b><u>AMOUNT</u></b>	<b><u>DESCRIPTION</u></b>
203-55-55370-110 WAGES	\$ 21,715	Director and Coordinator Salary
203-55-55370-130 FICA	\$ 1661	
203-55-55370-131 WISCONSIN RETIREMENT	\$1422	Wisconsin Retirement at 6.6%
203-55-55370-132 LIFE & DISABILITY	\$ 25	Estimated amount
203-55-55370-133 HEALTH INSURANCE	\$1,833	Estimated amount.
203-55-55370-134 PROFESSIONAL DEVELOPMENT	\$ 550	Memberships, Conferences
203-55-55370-210 LEGAL	500 \$	Radio station licenses renewal and paperwork
203-55-55370-340 MARKETING	\$ 1500	Marketing efforts. Banners, Volunteer shirts, etc.
203-55-55370-341 STUDIO MAINTENANCE	\$2,100	Adobe Software Subscriptions, VPC & Remote Desktop Connections, Radio Automation System Control, Electronic Door Access System.
203-55-59210-510 INSURANCE	\$ 203	Department share of property insurance premium
203-55-55370-810 EQUIPMENT	\$ 2000	Acoustic Wall Panels, Microphone, remote access and broadcasting software upgrade, mic stands.
203-55-55370-820 MUSIC LICENSE	\$ 2,200	BMI, ASCAP, SESAC, SOUND EXCHANGE
203-55-55370-816 STREAMING SERVICE	\$ 4,475	Web Streaming, Charter Internet, Podcasting, WiFi hotspot.



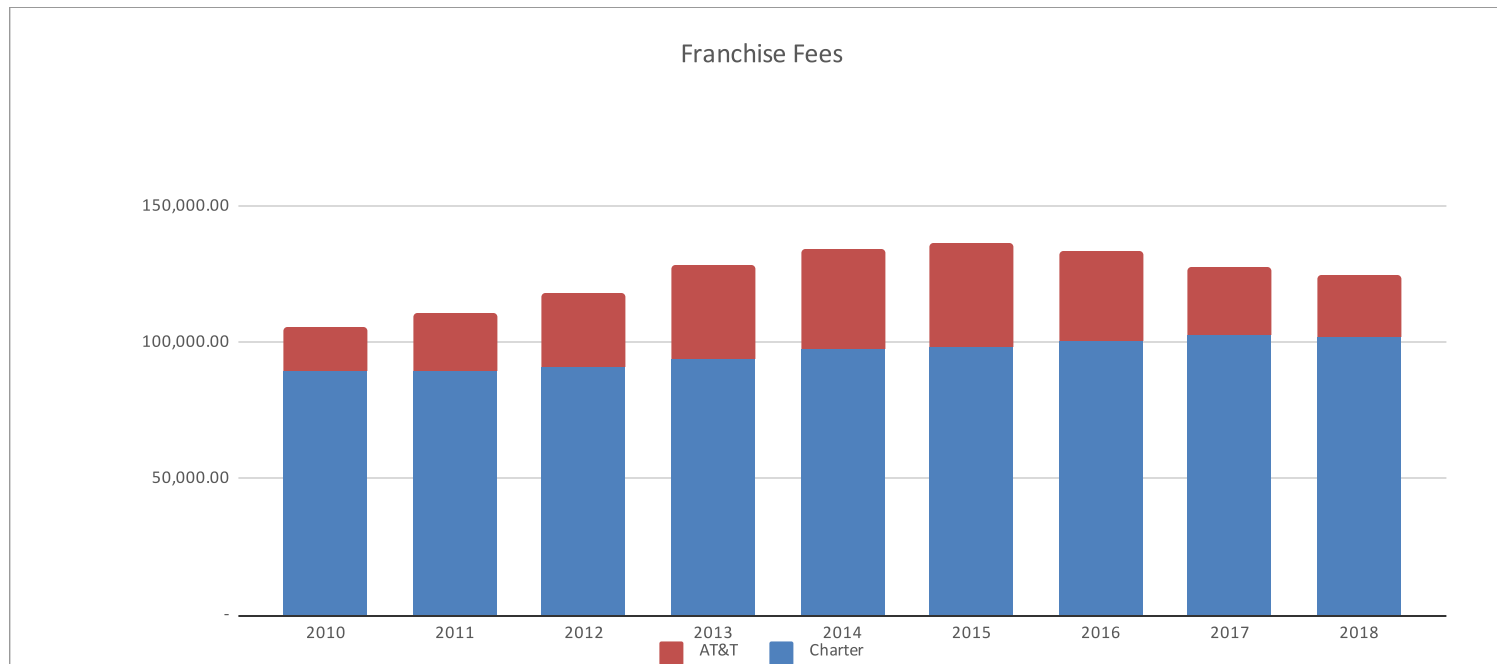
City of Monona  
Franchise Fees

Actual

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Charter	89,752.13	89,724.20	90,771.27	94,287.81	97,375.57	98,294.73	100,943.27	102,720.94	102,195.20
AT&T	16,348.00	21,128.88	27,238.37	34,065.96	36,944.12	38,157.22	32,721.80	25,362.84	22,393.87
	106,100.13	110,853.08	118,009.64	128,353.77	134,319.69	136,451.95	133,665.07	128,083.78	124,589.07

Quarterly Average

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Charter	22,438.03	22,431.05	22,692.82	23,571.95	24,343.89	24,573.68	25,235.82	25,680.24	25,548.80
AT&T	4,087.00	5,282.22	6,809.59	8,516.49	9,236.03	9,539.31	8,180.45	6,340.71	5,598.47
	26,525.03	27,713.27	29,502.41	32,088.44	33,579.92	34,112.99	33,416.27	32,020.95	31,147.27



## **City of Monona & Monona Grove School District Video Operations Joint Ownership Agreement**

**THIS AGREEMENT** (hereinafter referred to as the "Agreement") is entered into as of the last date of signature below, by and between the City of Monona, (hereinafter referred to as the "City") whose principal address is 5211 Schluter Road, Monona, WI 53716 and the Monona Grove School District, 5301 Monona Drive, Monona WI, 53716 (hereinafter referred to as the "School District"). This agreement is valid for one year beginning with the last date of signature below.

**WHEREAS**, the City and School District have jointly operated a community television system (hereinafter referred to as the "System") to provide programming to the local community: and **WHEREAS**, the City and School District have jointly contributed support to operate the System; and

**WHEREAS**, the City and School District desire to continue their cooperative relationship for the operation of the System and desire to specify the terms of their relationship.

**NOW, THEREFORE**, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

### **Operation and Management:**

The System shall be managed and operated under the direction of the Monona Community Media Committee (hereinafter referred to as the "Committee"). The Committee shall have the membership, duties and responsibilities as set forth in section 18-10 of the Monona Code of Ordinances. The city shall appoint a Community Media Director (hereinafter referred to as the "Director") who, in consultation with the School District, shall oversee the daily operation of the system, including serving as the Monona Grove High School A/V Club Advisor. The Director shall serve under the direct supervision of the Monona City Administrator, at the leisure of, and subject to the direction of the Monona City Council.

#### The Director is responsible for the following:

Video Studio use

Equipment purchase, use and maintenance

Program production & policies

Program distribution & policies

Oversight of volunteers, students, and staff

The Director shall discharge his/her duties in compliance with the Monona School/Community Television Operating Guidelines as amended from time to time by mutual agreement of the City and School District.

### **System Cost Sharing:**

The parties agree to fund the System, by appropriating sufficient funds to provide for the operation and management of the System, subject to annual budget approval of the governing

Joint Ownership Agreement, bodies of the respective parties as set forth in Exhibit B. based on the percentage allocation set forth herein.

- Salaries/Wages/Benefits: School District operating costs will be based on an annual work plan purchasing a maximum number of production hours from Community Media staff (see Exhibits A and B). The School District shall contribute funds for 30% of Director's salary and benefits, 70% of Assistant Media Coordinator salary and benefits, 100% of part-time staff hours for school board meeting broadcasts.

- Equipment: The equipment listed in Exhibit C has been purchased by the City, is owned by the City, and may be used by the System for its lawful purposes. The equipment listed in Exhibit D has been purchased by the School District, is owned by the School District, and may be used by the System for its lawful purposes. As additional equipment is purchased, the Director shall update Exhibits C and D based on which party purchased the equipment. Upon termination of this Agreement, the equipment shall be distributed to the parties in the manner shown in Exhibits C and D, and updated by the Director to the date of termination. The parties shall be entitled to receive updated copies of said exhibits at any time from the Director upon request.

- The School District: Annual contribution to an equipment replacement fund to replace equipment used and stored at the high school based on the recommendation of the Community Media Director each year. Purchases will be made according to a multi-year capital plan. The equipment may be used by the Community Media Program for occasional community and city broadcasts. This equipment is further described as follows:

- Equipment purchased and owned by the city stored at the high school since 2014 (see Exhibit C).
- Equipment purchased and owned by the School District since 2014, (see Exhibit D).

- In-Kind: The School District shall provide "in-kind" contributions, including internet service, electric and heating and cooling of the studio, basic cleaning of the studio, and video production software. The School District shall also provide a budget for AV supplies in an amount no less than the amount budgeted in the previous year, in which a portion of said budget directly benefits the System.

***The School District accepts full responsibility for all equipment during School District related events. The city accepts full responsibility for all equipment during city related events.***

**Physical Space**: The School District shall provide the physical space (Video Studio, Control Room & Rack Room), within the high school for the system to operate. The School District shall also provide space at the Monona Grove School District office building and the City shall provide space at the Monona Public Library Municipal Room consistent with the manner in which each party has historically provided.

**Indemnification:** The parties shall indemnify, save and hold harmless the other party and each and every of the others party's elected and appointed officials, officers, employees, agents, representatives, successors, heirs and assigns from and against any and all claims, damages, liability, expenses, costs, judgments, actions, demands, and responsibility of whatsoever kind or nature arising from the Agreement due to:

1. Any negligence or other acts of the indemnifying party, its agents, employees, officers, directors, members, contractors, subcontractors, successors, heirs, and assigns;
2. The breach of any covenant made by the indemnifying party herein or failure to perform any of its obligations hereunder; and against all reasonable costs, attorney fees, expenses and liabilities incurred in the defense of such claims or any action or proceeding brought thereon.

**Termination:** Either party may terminate this agreement, with or without cause, upon 180 days' notice to the other party. All equipment and property belonging to the party to which the space does not belong shall be removed no later than the date the termination is effective. Any equipment or property remaining thereafter shall be deemed abandoned and disposed of as the owner of the space deems appropriate.

#### **Miscellaneous Provisions.**

Entire Agreement – The entire Agreement of the parties is contained herein and this Agreement supersedes any and all previous agreements and negotiations between the parties relating to the subject matter hereof. This Agreement is intended to be an agreement solely between the parties hereto and for their benefit only. No part of the Agreement shall be construed to add to, supplement, amend, abridge or repeal existing duties, rights benefits or privileges of any third party or parties, including but not limited to employees of either of the parties.

Amendment – This Agreement shall not be amended in any fashion except in writing, executed by both parties.

No Waiver – No failure to exercise, or delay in exercising, any right, power or remedy hereunder by a party shall operate as a waiver thereof. No single or partial exercise of any right, power or remedy shall preclude any other or further exercise thereof or the exercise of any other right, power or remedy. No express waiver shall affect any event or default other than the event or default specified in such waiver, to be effective, must be in writing and shall be operative only for the time and to the extent expressly provided by the party therein.

Neutral Construction - This Agreement is the product of negotiations between the parties and, prior to the execution hereof, each party has had full and adequate opportunity to have this Agreement reviewed by, and to obtain the advice of, its own legal counsel with respect hereto. Nothing in this Agreement shall be construed more strictly for or against either party because that party's attorney drafted this Agreement or any part hereof.

## **Exhibit A: 2017-2018 School Year - Work Plan for Paid Employees**

### High School A/V Responsibilities:

1. Assist administrators, teachers and staff with audio and video technology throughout the high school, (excluding the E.F. Schwan Auditorium).
2. Provide AV Support for special events, (excluding events within the E.F. Schwan Auditorium).
3. MGHS AV club advisor
  - a. Hold one club meeting each week
  - b. Oversee AV studio and equipment
  - c. Supervise, train and assist student members with A/V technology and video production.
4. Produce and Supervise MGHS Morning Announcements

All event coverage is subject to, and dependent upon student participation levels within the Monona Grove High School A/V Club. If there are no students available to cover an event listed below, the Director has the option to cancel coverage of that event. All WIAA playoff game broadcast costs (football and basketball) will be split 50/50 between the city and the school district.

### *High school sporting event coverage:*

1. Home Football Games
  - a. 5 regular season games
2. Boys Basketball – Conference Games only. (Excluding games played during winter break).
  - a. 6 games (based on 2016-17 schedule)
3. Girls Basketball – Conference Games only. (Excluding games played during winter break).
  - a. 6 games (based on 2016-17 schedule)

### *High school fine arts event coverage:*

1. All MGHS choir concerts (Held in the Auditorium)
  - a. 4 concerts
2. All MGHS band concerts (Held in the Auditorium)
  - a. 4 concerts
3. All MGHS orchestra concerts (Held in the Auditorium)
  - a. 4 concerts
4. MGHS drama events (Held in the Auditorium)
  - a. 1 play
5. MGHS musical
  - a. 3 musicals (Friday night and both Saturday shows)

### *High school general events coverage:*

1. MGHS Senior Awards
  - a. 1 event
2. Pep Assembly's
  - a. 4 events

School District A/V Responsibilities:

1. Assist district schools with audio and video equipment troubleshooting and installation, per Director's discretion.
2. Record & broadcast Monona Grove School District Board Meetings (Board Meetings) on community access channels as well as YouTube channel.
3. Hire personnel and schedule staff members to record and broadcast Board Meetings.

School District Event Coverage:

3. School District Strings Festival
  - a. 1 concert
4. School board meetings
  - a. 26 meetings
5. Annual school board budget hearing
  - a. 1 meeting
6. MGHS Graduation
  - a. 1 event