

AGENDA
COMMUNITY MEDIA COMMITTEE
Virtual Meeting Via Zoom
August 10th, 2023
5:00 P.M.

Community Media Committee Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/83068180612?pwd=UIZkdllVSvhxK0pwdWJhWGpvUGVldz09>

Meeting ID: 830 6818 0612

Password: 4tU42T

Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 830 6818 0612

Password: 216042

1. Call to Order

2. Roll Call

3. Approval of minutes from June 8th, 2023 Meeting

4. Appearances

5. Unfinished Business

- a. Newsletter Updates including Sustainability and DEIB section creation.

6. New Business

- a. New Spanish programming on WVMO and YouTube (MononaGo) Shelene Zarate
- b. 2024 Capital budget discussion and approval
- c. MononaGo app downloads

7. Reports

- a. Committee ideas/discussion

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
COMMUNITY MEDIA COMMITTEE
Virtual Meeting Via Zoom
June 8th, 2023
5:00 P.M.

To watch the full meeting go to: <https://www.youtube.com/watch?v=b7ZBGMzgCdY>

1. Call to Order - Meeting called to order at 5:02PM

2. Roll Call - Anita Ashland, Amanda Shohoney, Teresa Radermacher, William Nimmow, Susan Manning, and Dave Brunner were present. Joe Martin was also present. Lois Buckingham, Katy Byrnes Kaiser and Bill Graff were absent.

3. Approval of minutes from May 11th, 2023 Meeting - Susan Manning motioned and Amanda Shohoney seconded the motion. The minutes were approved.

4. Appearances - NA

5. Unfinished Business

- a. MononaGo video app promotions follow up - Lois Buckingham created video graphics that have been spread over social media and on digital displays at city hall and the high school.
- b. MyMonona Newsletter Stats Overview - Wait until September for a full year run. However, Amanda noted that we still have a near 70% open rate and a 7% increase in subscriptions. Consensus among Will, Anita and Amanda that the newsletter content was getting a little wordy and it may help to restrict word count in order to be a more succinct newsletter.
- c. MyMonona.com updates for Newsletter sign ups - Will placed an advertisement on the home page "News Flash" items to sign up for the newsletter. Also a goal to have the "sign up" area more available and accessible on the website.

6. New Business

- a. Add standing sustainability section in newsletter - "Sustainability Success Stories" - Teresa is working on getting sustainability stories regarding all the "good" and work that is being done in this area and adding them into the newsletter.
- b. Discuss larger communication opportunities for the City of Monona and how Community Media can play a role. (2018 Communication Needs Assessment) - Teresa briefly mentioned that report and thought it would be a good jumping off point for future committee objectives and "to do" items.

7. Reports

- a. Committee ideas/discussion - Will gave a brief run through of the projects being worked on by the department.

8. Adjournment - Susan Manning motioned and Amanda Shohoney seconded. The meeting was adjourned at 6:24PM.

City of Monona
CAPITAL IMPROVEMENTS REQUEST FORM

1. **Project Name:** Video Streaming Infrastructure Update
2. **Year Proposed:** 2024 Rank: 1
3. **Requested By:** Will Nimmow
4. **Prepared By:** Will Nimmow
5. **Project Description/Justification (briefly indicate the size, location, type of projects or purchases, and time schedule involved in implementation.)**

This project involves updating our video streaming infrastructure. We will purchase a streaming control unit with 5 operating cards. 2 decoder cards and 3 encoder cards. This will allow us to send our stream from the municipal room (or any city building), MG School Board, and MG high school (or other district building). This also allows us to route out signal to our cable access channel, mobile app and YouTube Channel. Our current system is antiquated and is no longer serviced by the company. In addition, one of the current 5 cards is no longer working. Therefore, we have been using a “work around” method for the last year.

6. **Future Cost (maint, staff cost, etc)** - I do not see any additional costs in the future other than another infrastructure update in 5-8 years depending on technology advancements and trends.
7. **Total Project Cost:** \$14,500

City of Monona
CAPITAL IMPROVEMENTS REQUEST FORM

1. **Project Name:** Video Production Computer

2. **Year Proposed:** 2024 Rank: 2

3. **Requested By:** Will Nimmow

4. **Prepared By:** Will Nimmow

8. **Project Description/Justification (briefly indicate the size, location, type of projects or purchases, and time schedule involved in implementation.)**

This project will be a replacement/update computer for our audio/video production needs. We have 3 video production computers and they are all used heavily. Currently we are on a 5 year update rotation for these computers. We utilize professional video and graphic design software, therefore our investment into professional quality computers is extremely important.

9. **Future Cost (maint, staff cost, etc)** - Not any

10. **Total Project Cost:** \$4,700

2028 PROJECTS

Video Studio Updates

Radio Studio Updates

9,000	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
5,000		-		-		-		-		-		-
-		-		-		-		-		-		-
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<hr/>												
Total		<u>14,000</u>		<u>-</u>		<u>-</u>		<u>-</u>		<u>-</u>		<u>-</u>