

**AGENDA**  
**COMMUNITY MEDIA COMMITTEE**  
**Monona Senior Center, Monona Room**  
**1100 Nichols Road**  
**Thursday January 9th, 2020**  
**6:00 P.M.**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of minutes from November 14th Meeting**
- 4. Appearances**
- 5. Unfinished Business**
  - a. City Website
  - b. School District/City Council Presentation
- 6. New Business**
  - a. Media Coordinator Position
  - b. MCM Events and Production Data
- 8. Reports**
  - a. WVMO Updates

**9. Adjournment**

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

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**MEETING MINUTES**  
**COMMUNITY MEDIA COMMITTEE**  
**Monona Senior Center, Monona Room**  
**1100 Nichols Road**  
**Thursday November 14th, 2019**  
**6:00 P.M.**

- 1. Call to Order** - Jennifer Kuhr called the meeting to order at 6:02 PM
- 2. Roll Call** - Susan Manning, Claire Lempke, Amelia Speight, Jennifer Kuhr, Katy Byrnes Kaiser, Eric Redding, Bob Bocher, Becca Reynolds and Media Coordinator Justin Janness were present. Dan Olson and Matt Bittorf were absent.
- 3. Approval of minutes from September 13th Meeting** - No meeting minutes were available for the September 13th meeting. Jennifer Kuhr tabled the approval until the December meeting.
- 4. Appearances** - NA
- 5. Unfinished Business** - N/A
- 6. New Business**
  - a. City Website Overview
    1. Jennifer Kuhr introduced the new MyMonona.Com website and asked Will Nimmow to walk through the process of how the website was designed.. Will Nimmow explained the process of how the new site was created, which included a design combination of three different municipal websites from around the United States. Will Nimmow then went over the layout and discussed the importance of ADA compliance moving forward with the new site and what city staff will need to do to make sure content is tagged properly. Will Nimmow then discussed the reason why the search bar was at the center of the design. The website committee wanted the search bar to be utilized more often as a way to navigate the site. However, that would mean that those who upload content would need to make sure things are tagged correctly.  
Jennifer Kuhr asked the committee to walk through the site at home and make notes of any broken links or layout issues that are problematic and report back in next months meeting. Eric Redding asked why there are different headings with the same sub menu items. Susan Manning asked where you sign up for alerts. Eric Redding thinks that the bottom permanent bar should go away after the home page. Will Nimmow then discussed additional hot buttons on the bottom of the site.  
Eric Redding asked about the video tour section and what the status is with this project. Will Nimmow indicated that the company was still editing the content and would update later. Eric Redding also commented that there were too many social media pages for the City of Monona. Eric also asked who was populating content on the different department webpages.

Will Nimmow indicated that he was aware that each department populated their own pages except for Public Works information.

b. School District/City Council Presentations

- i. Jennifer Kuhr outlined two key objectives that were narrowed down during Septembers meeting:
  1. Creating connections between city departments and the citizens.
  2. Creating a community and/or building community
- ii. Jennifer Kuhr discussed how showing value in our presentations will be important. She felt it was also important to show how we can build relationships with city departments to show our value.
  1. Jennifer suggested pulling together hard data on what events and production MCM produces for School District and City. This would provide a good base for how to approach the presentations. Susan Manning indicated that these presentations will be informative to a great number of council members and school board members who don't really understand what Community Media is and what we do for the community. Eric Redding thought it was important to highlight the opportunities that are available in working with MCM. Will Nimmow indicated that the key takeaways for the council presentation will be different than the key takeaways for the school board presentation. Jennifer Kuhr wanted each committee member to help with the presentation in some manner. She also indicated that data and hard numbers are something the council will react to the most. Susan Manning felt it would be very beneficial to have the school board tour the AV area in the high school to get hands on knowledge of the operation.
  2. Will Nimmow indicated that he felt the relationship and services provided to the school district has a more defined direction then the services provided to the city. Susan Manning thought the school announcements was a great example of the importance of what MCM does. Katy Byrnes Kaiser thought the tour for school board would be a very important aspect to showing value. Jennifer Kuhr also suggested going to other department meetings and committee meetings for the city and discussing the value MCM brings to the city.

**7. Old Business**

- a. NA

**8. Reports**

- a. YouTube Analytics & Production Notes - NA
- b. WVMO Updates - Becca Reynolds indicated that the 5 year WVMO celebration planning was well underway. She also indicated that Friends of WVMO received a \$7500 grant from the tourism commission for the 5 year celebration. Becca said the money will hopefully go towards securing a national band that will bring in members from outside the community. Becca also noted that Monona Community Media received \$4200 from

the tourism commission for acquiring Drone footage. The footage will be utilized to create tourism/attraction videos for Monona.

c. MGEF Celebration - NA

**9. Adjournment** - Eric Redding motioned to adjourn and Bob Bocher 2nd the motion. The meeting was adjourned at 7:02PM.

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**AGENDA**  
**COMMUNITY MEDIA COMMITTEE**  
**Monona Senior Center, Monona Room**  
**1100 Nichols Road**  
**Thursday September 12th, 2019**  
**6:00 P.M.**

- 1. Call to Order** - Jennifer Kuhr called the meeting to order at 6:00PM
- 2. Roll Call** - Jennifer Kuhr, Matt Bittorf, Susan Manning, Amelia Speight, Bob Bocher, Dan Olson, Claire Lempke, Katy Byrnes Kaiser, Becca Reynolds, and Eric Redding were present.
- 3. Approval of minutes from August 8th Meeting** - The minutes were approved unanimously.
- 4. Appearances** - Mark Johaneck, president of the Friends of WVMO spoke about his goals for the friends 5 year celebration for WVMO. He asked committee members their feedback in regards to ideas and thoughts about the celebration and the process for acquiring licenses and permits. He also hoped that many of the members would volunteer to help out during the event or leading up to the event.

**5. Unfinished Business** - N/A

**6. New Business**

- a. Goals & Objectives (next steps) - Jennifer Kuhr passed out her notes regarding the committees feedback on the goals and objectives of the department. The committee members discussed some key areas that they felt should be the focus. The committee agreed on two main themes, Creating connections between city departments and the citizens and Creating a community and/or building community.

**7. Reports**

- a. WCM Legislative Day Information - Will Nimmow thought the legislative day was a success and was surprised by the number of legislators that were receptive to the proposed ideas by Wisconsin Community Media.
- b. YouTube Analytics & Production Notes - NA
- c. WVMO Updates - Planning for the WVMO 5 year celebration has begun.

**8. Adjournment** - The meeting was adjourned at 7:00PM

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## Monona Grove High School - 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