

AGENDA
COMMUNITY MEDIA COMMITTEE
Virtual Meeting Via Zoom
February 9th, 2023
5:00 P.M.

Community Media Committee Meeting

Join Zoom Meeting

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Meeting ID: 830 6818 0612

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Meeting ID: 830 6818 0612

Password: 216042

1. Call to Order

2. Roll Call

3. Approval of minutes from January 12th, 2023 Meeting

4. Appearances

5. Unfinished Business

- a. Video app naming discussion and approval

6. New Business

- a. Video app promotion ideas and discussion
- b. Promotion of Monona “Hot” Topics
 - i. Ex. TIF financing, Transit, Development, etc.

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.

MyMonona VOD

VMO - VOD (Video on Demand)

WVMO TV

WVMO Broadcast

MyMonona Broadcasting

MyMonona TV

MyMonona My Screen

MyMonona Streaming

MyMonona Media

MyMonona Channel

MyMonona Productions

MyMonona Studios

Monona VOD

MyMonona Screen

VMO Screen

WVMO Screen

VMO Visuals

WVMO Visuals

Voice of Monona - Website

VideoMonona

ShowMeMonona

ShowMonona

ReelMonona

KnowMonona

MoKnowNa

MononaTube

MononaReplay

GoMonona

OnlyMonona

OnlyInMonona

WhatDoYouMo

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Virtual Meeting Via Zoom
Thursday, January 12th, 2022
5:00 P.M.

- 1. Call to Order** - Teresa Radermacher Called the meeting to order at 5:06PM
- 2. Roll Call** - William Nimmow, Teresa Radermacher , Lois Buckingham , Susan Manning, Amanda Shohoney, Anita Ashland, Dave Brunner and Katy Byrnes Kaiser were present. Joe Martin and Brennon Hechimovich were all present.
- 3. Approval of minutes from December, 2022 Meeting** - Katy Byrnes Kaisemotioned and Teresa seconded.
- 4. Appearances** - NA
- 5. Unfinished Business**
 - a. NA
- 6. New Business**
 - a. Monona TV App Promotion Planning - Will Nimmow explained the mechanics and aesthetics of the new app. The video app would be created through the already approved purchase of a new, updated video playback server. Will also posed the question of changing the name of Monona Community Media externally to more align with the radio station 98.7 WVMO - The Voice of Monona. Will Nimmow indicated that there needed to be a strong branding message that was inclusive to both the video and radio services that the city offered. Susan thought utilizing WVMO might be confused with the radio station only. Katy Byrnes Kaiser thought the brand could center around "The Voice of Monona." Joe Martin suggested dropping the "W" and just using VMO for our app/video services.
Amanda Shohoney - News organizations have call letters and slogans.
Anita - Could work well to keep consistent with the My Monona e-newsletter
Will Nimmow - Whatever we call it, we'd market it through the radio, social media/Facebook, printed posters around town, digital sign boards, Youtube, cable channel, newsletter...
The committee decided to table the discussion until the next board meeting.
 - b. January newsletter updates - Susan Manning thought the Governor visiting the high school regarding the solar array was worthy of the newsletter. Teresa Radermacher will have the sustainability committee submit "Don't Be Salty" campaign info.
 - c. Record Dave B. PSA's need more recorded. Will Nimmow hoped committee members would come into the studio to record more of Dave's PSA's. Susan Manning suggested utilizing Winnequah Elementary students as well as MG Av Club students at the high school.
 - d. City Communications Discussion -

- i. Brennon will be recording short, fun, non-scripted informational videos for the city's social media (Facebook) He's been with us a year now and has a good grasp on what's needed, no longer playing "catch up" could be a good time to check off stuff we've always wanted to do, now that we have the resources.
2. Examples:
 1. "Get to know your Public Works Director"
 2. "What are the top three questions people are calling City Hall about these days?"
 3. Other communities have examples to follow, see Holland Michigan's TikTok
- e. Salt Wise Communication Efforts - NA - Discussed earlier

7. Reports

- a. Committee ideas/discussion - NA

8. Adjournment - Anita motioned and Susan Seconded the motion. The meeting was adjourned at 6:02PM.

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Thank you for your service.