

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Monona Senior Center, Monona Room
1100 Nichols Road
Thursday June 13th, 2019
6:00 P.M.

- 1. Call to Order** - Jennifer Kuhr called the meeting to order at 6:02PM.
- 2. Roll Call** - Claire Lempke, Jennifer Kuhr, Eric Redding, Katy Byrnes Kaiser, Dan Olson and Matt Bittorf were present. Sue Manning, Bob Bocher, Becca Reynolds and Amelia Speight were absent.
- 3. Approval of minutes from May 9th Meeting** - Matt motioned to approve the minutes and Dan Olson 2nd the motion. The minutes were approved unanimously.
- 4. Appearances**
- 5. Unfinished Business** - N/A
- 6. New Business**
 - a. New Member Introductions - Katy Byrnes Kaiser introduced herself and the rest of the members in attendance did as well.
 - b. Community Media Department - Goals & Objectives - Will Nimmow went over the list of goals and objectives and Jennifer Kuhr explained why this list was such an important aspect of what the committee will focus on for 2020. Eric Redding would like to see what challenges get solved if a new part-time position was added to the community media department. Jennifer Kuhr wanted to make sure we outlined the big goals we have for the department. Will Nimmow hoped it would provide an avenue for increased cohesiveness between city departments. Claire Lempke thought it would be helpful to make a list of what additional offerings or services could be provided to the city with the added part-time staff - What we offer now versus what we offer after the hire. Jennifer Kuhr indicated the first objective will be to focus on how to position the job title to city council for the budget. Matt Bittorf indicated that the Communications Assessment document pointed towards the need for a communications hire as well.
 - c. 2020 Capital BudgetRead - Will Nimmow went through the proposed 2020 Capital Budget plan as well as the 5 year capital budget. Jennifer Kuhr indicated that we should ask the friends group for some funds to purchase capital equipment and/or part-time hours. Eric Redding would like to change the way we approach the community media budget as it is not tax payer funded.
 - d.
- 7. Reports**
 - a. YouTube Analytics & Production Notes - Will Nimmow went over some basic YouTube Analytics. Claire Lempke thought this was a great way to show the value of what we do as a department. Claire suggested showing analytics for Facebook as well as YouTube. Will Nimmow briefly discussed the Station of the Year award WVMO received at the

Wisconsin Broadcasters Association Awards Gala in May. Jennifer Kuhr mentioned that committee members should record congratulatory radio liners at our next meeting.

8. Adjournment - Eric Redding motioned to adjourn and Matt Bittorf 2nd the motion. The meeting was adjourned at 7:06PM.

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.