

Village of Mount Horeb

138 E Main St

Mount Horeb, WI 53572

Phone (608) 437-6884/Fax (608) 437-3190

Email: mhinfo@mounthorebwi.info Website: www.mounthorebwi.info

CABLE TV COMMITTEE
Wednesday, January 11, 2012

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 5:30 pm in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider December 14, 2011 minutes.
- 3) Discuss cable TV operation and budgets with Village President Dave Becker and Village Administrator Dave Ross.
- 4) Cable Coordinator report.
- 5) Villagecable strategic plan - Draft.
- 6) Capital budget for 2012.
- 7) Programming goals.
- 8) Set next meeting date.
- 9) Agenda items for next meeting.
- 10) Adjourn.

A QUORUM OF THE VILLAGE BOARD/VILLAGE COMMITTEE MEMBERS MAY BE PRESENT AT THIS MEETING. ONLY NOTICED AGENDA ITEMS WILL BE ACTED ON BY THE GOVERNMENTAL BODY SPECIFIED ABOVE.

PLEASE NOTE THAT, UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR ADDITIONAL INFORMATION OR TO REQUEST THIS SERVICE, CONTACT CHERYL SUTTER, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-6884.

CABLETV COMMITTEE

January 11, 2012

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:30 p.m. with members Jim Wendt, Steve Sopcak, David Lightfoot, and Cable Coordinator Diane Stojanovich present. Cyril Rach was absent. In addition, Dave Ross and David Becker present.

CALL TO ORDER – ROLL CALL:

Brosamle called meeting to order at 5:30 p.m. Stojanovich did roll call, and a quorum was present.

MINUTES: Wendt moved and Lightfoot seconded a motion to approve the December 14, 2011 meeting minutes as received. The motion was approved on a voice vote. No changes to minutes.

DISCUSS CABLE TV OPERATION AND BUDGETS WITH VILLAGE PRESIDENT DAVE BECKER AND VILLAGE ADMINISTRATOR DAVE ROSS:

Bryan Brosamle welcomed Becker and Ross and provided opening remarks regarding the CableTV Committee goals outlining the focus on coverage of government meetings and community events. The first half of 2011 was spent hiring new staff-- Diane Stojanovich and Chad Reuter. Once Stojanovich and Reuter were in place, the second half of the year would be spent moving toward the committee goals. In addition to training on existing equipment, upgrades, and new equipment were added. The operation then began to add additional local programming. By the end of the year the cable operation started covering more meetings than ever before. Both Stojanovich and Reuter have done an outstanding job with what they've inherited.

Stojanovich has drafted a 2012 strategic plan that will guide the cable operation in meeting goals. Highlights of that plan include adding streaming capabilities-- video on demand, and coverage of additional community events. Stojanovich prepared and distributed the 2011 yearend report and 2012 budget review document to the Committee. Committee members discussed the report with highlights in no priority order:

- Cable operation equipment upgrades to include audio/video in the small conference room, board, and control room cabling upgrades.
- Don Hugill, broadcast engineer subcontractor, was introduced and recognized for his work in phase I of the project. Phase II of the project will focus on reconfiguration of the cable control room, including hardware, software, back-up, disaster recovery plan, and air exchange issues. Hugill thanked the Committee and Village for the opportunity. Stojanovich and Hugill both acknowledged the support of Laurel Grindle in assisting with phase I of the project. Hugill has submitted a proposal for phase II of the project

and looks forward to addressing any additional questions.

- Review of 2011 capital budget purchases and 2012 projected purchases.

Brosamle invited Becker and Ross to provide comments on the report regarding concerns, suggestions, or recommendations. Becker offered his congratulations for the work and specifically addressed the benefits of the small conference room audio/video capability as:

- providing transparency of Committee meetings
- doesn't diminish the formality of Committee work
- reinforced the sentiment that more is accomplished in the small Committee setting

Ross echoed what Becker stated and shared that knowing what the goal is and helping it get it out to the citizens is a win-win. The line items for capital budget items were helpful in understanding the scope of the cable operation.

The Committee discussed the board room TV/monitor/smart board purchase that was raised at a previous meeting. Review of that discussion included the definition of a "smart board" as a white board, similar to a dry erase board that allows the user to project video, write, etc. They are used in schools by teachers who project notes, etc. The idea for use in the board room would allow the community, both within the room and at home via TV, view what the board trustees are talking about. For example, certified survey maps, etc. A variety of configurations were discussed regarding the desired end use by the Village. One configuration that may suffice would be a scan converter with a computer monitor vs. a TV or smart board.

Ross noted that the Village would purchase the monitor and the cable operation budget could absorb the cost of the scan converter plus connection to the new monitor in the board room. Details to consider regarding the purchase of the monitor included the following in no particular order:

- Computer monitor: LCD-- 42" or larger
- HDMI, HD 15 pin RGB, DVI computer laptop outputs needed to interface with the monitor
- Needs to have video out

Don Hugill, broadcast engineer subcontractor, will assist in obtaining a proposal for a system for the Village board room. He will follow-up with Ross and Stojanovich. The item will be placed on next meeting agenda for status update.

Brosamle introduced a general budget discussion regarding the history of the CableTV Committee budget over the years. The CableTV operation generates revenue from Charter and MHTC. To date that revenue has not been earmarked for the CableTV budget, instead it goes into the Village general fund. The CableTV Committee then makes a request of funding for its annual budget. The Committee has requested a discussion with Ross and Becker to address the following:

- the rationale/philosophy behind that process.

- the amount of revenue generated from Charter and MHTC.
- the details of the franchise agreement(s).

Becker and Ross indicated they did not have information with them to have a full discussion and requested that it be placed on the next CableTV Committee meeting agenda and inform them of that meeting date.

Wendt expressed thanks to Ross and Becker for attending the CableTV Committee meeting and reiterated the progress the operation has made in 2011.

VILLAGECABLE STRATEGIC PLAN - DRAFT:

Tabled for discussion. Stojanovich will forward to Committee via email. Item will be added to February meeting agenda.

CABLE COORDINATOR REPORT:

Tabled for discussion. Stojanovich will forward to Committee via email.

CAPITAL BUDGET FOR 2012:

Items were outlined in the 2011 Year End Report and 2012 Capital Budget document. Tabled for further discussion.

PROGRAMMING GOALS:

Tabled for further discussion.

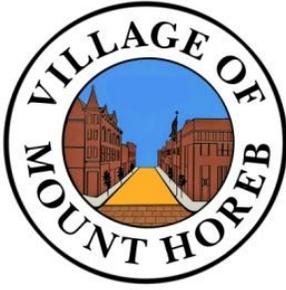
SET NEXT MEETING DATE:

The next meeting will be Wednesday, February 15, 2012 at 5:30 p.m.

AGENDA ITEMS FOR NEXT MEETING:

ADJOURN: Wendt moved and Sopcak seconded a motion to adjourn at 6:45 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE

Wednesday, March 21, 2012

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 5:30 pm in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider January 11, 2012 minutes.
- 3) Consider cable budget report.
- 4) Cable Coordinator report.
- 5) Village Board room monitor - update.
- 6) Villagecable control room- phase II update.
- 7) Villagecable strategic plan - Draft.
- 8) Capital budget for 2012.
- 9) Programming goals.
- 10) Set next meeting date.
- 11) Agenda items for next meeting.
- 12) Adjourn.

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CABLETV COMMITTEE

March 21, 2012

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:30 p.m. with members Jim Wendt, Cyril Rach, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and David Lightfoot were absent.

CALL TO ORDER – ROLL CALL:

Brosamle called meeting to order at 5:30 p.m. Stojanovich did roll call, and a quorum was present.

MINUTES: Wendt moved and Rach seconded a motion to approve the January 11, 2012 meeting minutes as received. The motion was approved on a voice vote. No changes to minutes. No meeting in February, no quorum, therefore, no minutes.

CONSIDER CABLE BUDGET REPORT:

Brosamle distributed a copy of an email response from Dave Ross re: the cable budget policy. In summary, the money obtained from the cable franchise (MHTC and Charter) fees is placed into the general fund and reallocated by the Village Board to all departments, not just the CableTV operation. Brosamle shared examples of funds earmarked for police, parks and recreation, and other departments. Ross talked with the Village Board members and they'd like to maintain this policy moving forward.

Based on this policy model, the CableTV operation is not restricted to requests that fall within the cable revenue. Instead, Ross clarified that the CableTV operation, as other departments, can request what they want, but the Village Board will have to approve. In terms of budgeting, the CableTV operation can submit a budget for any amount, justify the request, and hope that the Village Board will approve.

Committee members discussed the response with the following as summary:

- Members appreciated the opportunity to discuss the budget and allocation policy.
- Members further clarified that the franchise fee agreement is a percentage added to an individual's cable bill each month that flows from the cable company to the Village, to the general fund.
- Members clarified that both installments related to MHTC have been collected.

In other budget matters, Brosamle shared highlights of a meeting with Ross and Stojanovich. It was a positive meeting that outlined a vote of confidence by Ross on the progress thus far with the cable operation. Ross identified his preference that Stojanovich has the authority to use money in the budget at her discretion without prior approval from the CableTV Committee. As a Village employee and department head, Stojanovich reports directly to Ross. Annual performance evaluations take place in the

fall and it will be handled by Ross. That said, Ross will likely look to the CableTV Committee for input on the evaluation. The CableTV Committee is an advisory committee. Committee members are citizens of the Village, represent Village interests, cable viewers, etc. The protocol, history, and reporting structure of the cable coordinator position was briefly discussed noting that in past years necessity dictated that the Committee take a more active role in the day-to-day oversight of the cable coordinator position. Committee members discussed their recourse and roll if something is not handled appropriately. Brosamle noted that Ross welcomed an open dialogue with the Committee.

Given the change in the cable operation and confidence with the current staff, the Committee discussed whether there was a need to meet monthly. Consensus was that once the upgrades were complete, it would be possible to meet more infrequently, or on an as needed basis.

CABLE COORDINATOR REPORT:

Committee members received the report in advance of the meeting. Stojanovich reviewed completed and pending projects. Committee members discussed the report with highlights in no priority order:

- Community programming (Heroin presentation, Dane County and School Board candidate debates, sporting events, Scandihoovian Festival promo, and Election promo.)
- Possibility of having Mount Horeb Area Fire District meeting held in Village Board Room. Request submitted to assistant chief.

VILLAGE BOARD ROOM MONITOR - UPDATE:

The new monitor for the Village Board room is here and installation is pending with the remaining phase II upgrades. Brosamle briefly reviewed the capability of the monitor for Committee members.

VILLAGECABLE CONTROL ROOM PHASE II - UPDATE:

Stojanovich shared the progress of the phase II updates in control room. New equipment has arrived and the initial steps toward installation have been made. The equipment will be placed in temporary locations pending the rebuilding of the workstation counter and additional cabling that needs to take place. Hugill, sub-contractor, is working directly with Laurel Grindle on specifications. Committee members raised the following question regarding weather alerts: Can we tie the national weather system radio into our system? Stojanovich will follow up with Leightronix and Hugill and report back at the next meeting.

VILLAGECABLE STRATEGIC PLAN - DRAFT:

The Committee reviewed the draft as received and offered the following edits and/or additions:

Under "strengths" section add: Knowledgeable, experienced, capable staff.

Under "weaknesses" section add: Part-time staff.

Under "audience" section add: Individuals who can access internet; web streaming. Video on-demand.

Under section "II. Create comprehensive communication plan" to include:

- outreach to service clubs, organizations that are interested in working with Villagecable.
- add Villagecable logo to equipment.
- request event sponsors to mention they are being covered by Villagecable.

Under section "III. Develop and provide community-based programming for the Village of Mt. Horeb" add:

- Community talent show. In conjunction with an existing event.
- Consider Villagecable logo contest. Establish criteria for submission and judging.

Stojanovich will revise the draft and redistribute to Committee members at a future meeting.

CAPITAL BUDGET FOR 2012:

Stojanovich reviewed the 2012 capital budget for the Villagecable and noted the items purchased to date (indicated in **BOLD** in the chart below).

ITEM	PRICE
CAPITAL	
Leightronix InfoChannel Subscription	\$900.00 (annual)
Leightronix PEG Central streaming video-on-demand hosting.	\$2,988.00 (annual)
Leightronix PEGvault-SD – remote production.	\$3,495.00
Control room computer upgrade	\$2,000.00 (partial)
AVCHD NXCAM Camcorder	\$3972.97
Village cable control room – phase II	\$1,050.00 (pending)
Miscellaneous equipment	\$500.00 (partial)
SUB-TOTAL CAPITAL EQUIPMENT	\$14,905.97
2012 TOTAL CABLE OPERATION BUDGET	\$48,958

PROGRAMMING GOALS:

The Committee discussed a variety of programming ideas including:

- Community-based interview-type programs highlighting upcoming Village news, events, i.e. election promo, etc.
- Notifying Gary Scheutz, Mt. Horeb Mail editor, when phase II of the work is

completed.

- Reaching out to community businesses for possible program, public service announcement type videos.
- Exploring establishing an internship for local high school or technical college students.

SET NEXT MEETING DATE:

The next meeting will be Wednesday, May 16, 2012 at 5:30 p.m.

AGENDA ITEMS FOR NEXT MEETING:

Cable Coordinators Report
Villagecable Control Room Phase II update
Capital Budget 2012
Programming Goals

ADJOURN: Rach moved and Wendt seconded a motion to adjourn at 6:28 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Wednesday, April 18, 2012

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 5:30 pm in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider March 21, 2012 minutes.
- 3) Capital budget for 2012.
- 4) Capital budget plan for 2013-17.
- 5) Villagecable phase II update.
- 6) Cable Coordinator report.
- 7) Set next meeting date.
- 8) Agenda items for next meeting.
- 9) Adjourn.

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CABLETV COMMITTEE

April 18, 2012

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:30 p.m. with members Steve Sopcak, Cyril Rach, David Lightfoot present and Cable Coordinator Diane Stojanovich present. Jim Wendt was absent.

CALL TO ORDER – ROLL CALL:

Brosamle called meeting to order at 5:34 p.m. Stojanovich did roll call, and a quorum was present.

MINUTES: Rach moved and Lightfoot seconded a motion to approve the March 21, 2012 meeting minutes as received. The motion was approved on a voice vote.

CABLE BUDGET FOR 2012:

Stojanovich reviewed the 2012 capital budget for the Villagecable and noted the items purchased to date (indicated in **BOLD** in the chart below).

ITEM	PRICE
CAPITAL	
Leightronix InfoChannel Subscription	\$900.00 (annual)
Leightronix PEG Central streaming video-on-demand hosting.	\$2,988.00 (annual)
Leightronix PEGvault-SD – remote production.	\$3,495.00
Control room computer upgrade	\$2,000.00 (partial)
AVCHD NXCAM Camcorder	\$3972.97
Village cable control room – phase II	\$1,050.00 (pending)
Miscellaneous equipment	\$500.00 (partial)
SUB-TOTAL CAPITAL EQUIPMENT	\$14,905.97

With respect to the 2012 budget (\$2000) computer upgrade, Sopcak raised the following questions or comments:

- Does it include the operation system? Upgrade to VISTA—Windows 7?
- What kind of support? He recommended Microsoft TechNet at approx. cost of \$200/year.
- Preliminary IT audit indicates we have three licenses.
- The need for a disaster recovery plan with the current equipment and systems.
- The need for a second mirrored box.
- Back-up software.

In summary, the IT budget moving forward should encompass upgrades, virus scans, etc.

Brosamle reviewed the items spent and items yet to be purchased in 2012.

CAPITAL BUDGET PLAN FOR 2013-17

Stojanovich distributed a copy of a draft capital budget plan for 2013-17. Stojanovich noted that all departments were asked to submit a five year draft budget plan. The goal is the Village can address what each department needs by looking at the big picture. The Committee discussed as follows:

- The primary focus is on 2013 as that will be the one to address later this year.
- Dovetail Cable operation IT requests with Village IT capabilities.
- Pros/Cons of an external roof cam on the municipal building.
- Cable programming vs. raw video.
- Discussion of remote production with the next steps being fact finding for requirements, equipment, software, etc. Stojanovich will contact Leightronix for details.
- Consider purchase of a dedicated laptop and card for remote production. Use of a laptop to cover live sporting events would be ideal.
- Clarify the budget plan by categories such as IT (software, computers, etc.), cameras, lighting, etc.
- With purchase of additional equipment, clarify the Village policies on open records, use of equipment, etc.
- Explore requirements necessary for VPN, firewall, etc.

VILLAGECABLE CONTROL ROOM PHASE II - UPDATE:

Stojanovich shared the progress of the phase II updates in control room. Don Hugill, engineer sub-contractor, continued to make progress with the installation of new equipment.

CABLE COORDINATOR REPORT:

Committee members received the report in advance of the meeting. Stojanovich reviewed completed and pending projects. Committee members discussed pending items of the report (in no particular order):

- Announcement to the Mt. Horeb Mail newspaper once the remodeling is completed.
- Consider hosting an open house (tours, refreshments) to showcase the remodeling, possible announcement of live streaming, internship opportunity, etc.
- Consider hosting future **workshops on "How to film," "video content,"** etc.

Following review of the report the CableTV Committee noted their thanks for the progress made with programming and equipment.

SET NEXT MEETING DATE:

The next meeting will be Wednesday, June 20, 2012 at 5:30 p.m. No meeting on May 16, 2012.

AGENDA ITEMS FOR NEXT MEETING:

Strategic Plan – Revisit the draft.
Update on phase II
Coordinator's Report
Programming

ADJOURN: Rach moved and Sopcak seconded a motion to adjourn at 6:34 p.m.
Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Wednesday, September 19, 2012

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 7:00 pm in the board room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider April 18, 2012 minutes.
- 3) Public appearance.
- 4) New Committee vacancies.
- 5) Cable Coordinator report.
- 6) Capital and operating budget updated.
- 7) Programming for 2012.
- 8) Strategic plan update.
- 9) Set next meeting date.
- 10) Agenda items for next meeting.
- 11) Adjourn.

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CABLETV COMMITTEE

September 19, 2012

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Board Room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:30 p.m. with members Steve Sopcak, Cyril Rach, Mark Schilling, and Cable Coordinator Diane Stojanovich present. Ted Gray was absent.

CALL TO ORDER – ROLL CALL:

Following the call to order at 7:10 p.m. Stojanovich did roll call, and a quorum was present.

MINUTES: Sopcak moved and Schilling seconded a motion to approve the April 18, 2012 meeting minutes as received. The motion was approved on a voice vote.

PUBLIC APPEARANCE:

Jim Wendt attended and spoke to the Committee on his years of service, satisfaction with the progress of the cable operation. Brosamle acknowledged Wendt's tenure and service on the CableTV and other Village committees.

NEW COMMITTEE VACANCIES:

Brosamle welcomed Mark Schilling as a new CableTV Committee member. Ted Gray, another other new Committee member was not present. By coincidence both Schilling and Gray work at WMTV-Channel 15, the NBC affiliate in Madison. Schilling is a photographer and worked cable operations in Iowa. Because of his experience with a cable operation, Schilling brings many ideas regarding new programming. Gray is a broadcast engineer and can offer expertise in that area. Brosamle noted that the Committee will rely on both new members for their expertise and sound advice.

Schilling was able to have a brief tour of the control room and an overview conversation about the cable operation goals. At a future meeting when both new members are present, there will be a complete tour of the control room and in-depth conversation regarding goals.

Schilling offered that he's exploring the current set-up, programming, etc. to determine where he can contribute.

CABLE COORDINATOR REPORT:

Stojanovich reviewed programming, projects (completed and pending), as follows:

Programming: Outside content. Committee members discussed whether the station should incorporate outside content. Consensus of the Committee was that it was a positive as it would allow for additional content, engage more directly with the

Community, and be a resource to cover additional community-based events. Prior to accepting outside content, basic parameters would be created. These guidelines would include, but not be limited to, the type of programs allowed, file format, edited or raw video, etc. Schilling shared that while at Cedar Falls they did have both government and public access. Other members shared a variety of possible outside content ideas such as cooking "how-to" shows, skateboard park info. video, community event coverage, to a weekly news/talk show.

CAPITAL AND OPERATING BUDGET UPDATED:

Stojanovich reviewed the remaining 2012 capital and operating budget for the Villagecable as follows with items yet to purchased noted as "PENDING":

ITEM	PRICE
CAPITAL	
Leightronix InfoChannel Subscription	\$900.00 (annual) - PENDING
Leightronix PEG Central streaming video-on-demand hosting.	\$2,988.00 (annual) - PENDING
Leightronix PEGvault-SD – remote production.	\$3,495.00 - PENDING
Control room computer upgrade	\$2,000.00 – PARTIAL PENDING
AVCHD NXCAM Camcorder	\$3972.97 - PENDING
Village cable control room – phase II	\$1,050.00 - COMPLETE
Miscellaneous equipment	\$500.00 - COMPLETE
SUB-TOTAL CAPITAL EQUIPMENT	\$14,905.97

Stojanovich shared that the 2013 budget request was submitted based on the five year projections the Committee had reviewed and approved in spring. Stojanovich met with Dave Ross, Village Administrator, to review the preliminary budget and Ross accepted the budget as submitted. The budget will be reviewed by the Finance and Personnel Committee and recommendation submitted to the Village Board for approvals.

Committee members requested information on the staffing hours to date. Stojanovich reported that staffing hours are within the projected budget and will be sufficient to finish the year. Committee members also requested that Stojanovich request the amount of the PEG revenue the Village receives from the State. Stojanovich will follow-up with Ross.

PROGRAMMING FOR 2012:

Committee members suggested a future project be creating a report that reflects the amount of unique programming on the Villagecable channel. Utilize an Excel or other software to display with pie charts, etc.

Committee members discussed program ideas ranging from guest lecturers, to how-to videos, and coverage of community events. The consensus of the Committee was these individuals would serve as volunteers. There was additional discussion about requesting Gary Schuetz, Mt. Horeb Mail editor, to serve as interviewer for a news type question/answer program. Stojanovich will follow-up with Schuetz.

With the completion of the control room upgrades nearly complete, the Committee discussed the idea of a community open house and workshop to showcase the Villagecable operation. It would include educational content such as video basics, refreshments, and entertainment. This will be revisited near the end of the year or early in 2013.

STRATEGIC PLAN UPDATE:

The Committee recommended the following additions be made to the strategic plan:
- Add items related to an open house/workshop; video-on-demand, and control room upgrades.

- Under Section 1, add a "D." for "Processes and Procedures," and an "E." for "Disaster Recovery Plan."

- Under Section III, add an "E." for "Local Content."

SET NEXT MEETING DATE:

The next meetings will be October 23, 2012 at 5:30 p.m. and November 13, 2012 at 5:30 p.m.

AGENDA ITEMS FOR NEXT MEETING:

Coordinator's Report

Budget

Programming

Strategic Planning

ADJOURN: Sopcak moved and Schilling seconded a motion to adjourn at 8:16 p.m.
Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Tuesday, October 23, 2012

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 5:30 pm in the conference room of the Welcome Center, 300 E. Main Street, Mount Horeb, WI. Enter from the Welcome Center's back parking lot. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider September 19, 2012 minutes.
- 3) New Committee member orientation.
- 5) Cable Coordinator report.
- 6) Capital and operating budget updated.
- 7) Programming update.
- 8) Strategic plan update.
- 9) Agenda items for next meeting.
- 10) Adjourn.

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CABLETV COMMITTEE

October 23, 2012

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Welcome Center, 300 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:30 p.m. with members Steve Sopcak, Cyril Rach, Mark Schilling, Ted Gray, and Cable Coordinator Diane Stojanovich present.

CALL TO ORDER – ROLL CALL:

Following the call to order at 5:36 p.m. Stojanovich did roll call, and a quorum was present.

MINUTES: Rach moved and Schilling seconded a motion to approve the September 19, 2012 meeting minutes as received. The motion was approved on a voice vote.

NEW COMMITTEE MEMBER ORIENTATION:

Brosamle welcomed Gray to the Committee and introductions followed. Brosamle shared a brief history of the Cable TV Department, Village policies, role of the department, future opportunities and challenges, etc. to provide grounding for both Gray and Schilling as follows:

- Two cable operations in the Village: Charter (98 and 981); MHTC (181)
- Cable TV mission statement is on the web site.
- Staff: two part-time employees—Diane Stojanovich, Cable Coordinator and Chad Reuter. As they are both part-time, the operation tries to budget their time wisely.
- Brosamle has previously emailed a copy of the Cable TV ordinance and policies to both Gray and Schilling. Brosamle noted they serve as a guide to see how the Committee views the cable operation. Further, rarely are there issues with the ordinance, and policy discussions are rare. Sopcak added the ordinance is outdated as State law has changed the way the revenue is generated and distributed to municipalities. Brosamle suggested that with the CableTV operation settling down it would be beneficial to put on the Committee's to-do list.
- **Brosamle wasn't sure of the exact start-up** date of the cable operation.
- Approximately five years ago, 2007, the CableTV Committee got serious about expanding the programming and capabilities.
- Stojanovich and Reuter were hired within the last 1.5 and 1 year, respectively. The CableTV Committee was responsible for the interviewing and screening.
- Many equipment and program upgrades since Stojanovich has come on board.
- The basic role of the CableTV Committee is to guide and advise the operation. Stojanovich/Reuter report to Dave Ross.
- With equipment and logistic issues settled, it now allows the Committee to go back to more of an advisory role—tapping Committee member expertise.

- Going forward the goal is to come up with as many new local programs as possible.
- Focus on budget, grants, etc.
- Relationship with Mount Horeb Area School District will be a future agenda item for discussion.

CABLE COORDINATOR REPORT:

Stojanovich distributed and reviewed the report inclusive of projects (completed and pending), programming (completed and future), and budget update.

Committee members suggested the following additions for future reports:

- In programming section: Add category to reflect **"Community Content"** This item references programming that is submitted from members of the community and placed on the program schedule.
- In project section add **"Create the guidelines for people submitting additional info.; fee structure"** as pending.

CAPITAL AND OPERATING BUDGET UPDATED:

Stojanovich shared the month ending September budget report for the Cable operation:

Public Broadcast

Budget: 48,958

YTD 2012: 19,240

% of Actual: 39.30%

The Committee reviewed the remaining 2012 capital budget items as follows with items yet to be purchased noted as **"PENDING"**:

ITEM	PRICE
CAPITAL	
Leightronix InfoChannel Subscription	\$900.00 (annual) - COMPLETE
Leightronix PEG Central streaming video-on-demand hosting.	\$2,988.00 (annual) - PENDING
Leightronix PEGvault-SD – remote production.	\$3,495.00 – PENDING
Control room computer upgrade	\$2,000.00 – PARTIAL PENDING
AVCHD NXCAM Camcorder	\$3972.97 – PENDING
Village cable control room – phase II	\$1,050.00 - COMPLETE
Miscellaneous equipment	\$500.00 - COMPLETE
SUB-TOTAL CAPITAL EQUIPMENT	\$14,905.97

Stojanovich noted that she plans to complete the computer upgrades yet this year, but will work with Leightronix sales representative regarding the feasibility of purchasing that equipment yet in 2012.

Stojanovich will contact Dave Ross, Village Administrator, and request if unused budget dollars from 2012 can be carried over to 2013. In addition, Stojanovich will ask Ross if he can attend an upcoming meeting for a broad discussion of the cable operation.

PROGRAMMING UPDATE:

Discussion of this item was postponed until the next meeting.

STRATEGIC PLAN UPDATE:

Discussion of this item was postponed until the next meeting.

SET NEXT MEETING DATE:

The next meetings will be November 13, 2012 at 5:30 p.m. and December 11, 2012.

AGENDA ITEMS FOR NEXT MEETING:

- Revise cable ordinance
- Franchise fees discussion
- Spring 2013 open house
- Budget Update
- Programming Update
- Strategic Plan Update

ADJOURN: Sopcak and Gray seconded a motion to adjourn at 6:33 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Tuesday, November 13, 2012

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 5:30 pm in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider October 23, 2012 minutes.
- 3) Open discussion with Village Administrator Dave Ross.
- 4) Cable Coordinator report.
- 5) Capital and operating budget updated.
- 6) Programming update.
- 7) Strategic plan update.
- 8) Time Permitting:
 - Revise cable ordinance
 - Franchise fees discussion
 - Spring 2013 open house
- 9) Agenda items for next meeting.
- 10) Adjourn.

A QUORUM OF THE VILLAGE BOARD/VILLAGE COMMITTEE MEMBERS MAY BE PRESENT AT THIS MEETING. ONLY NOTICED AGENDA ITEMS WILL BE ACTED ON BY THE GOVERNMENTAL BODY SPECIFIED ABOVE.

PLEASE NOTE THAT, UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR ADDITIONAL INFORMATION OR TO REQUEST THIS SERVICE, CONTACT CHERYL SUTTER, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-6884.

CABLETV COMMITTEE

November 13, 2012

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Welcome Center, 300 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:30 p.m. with members Steve Sopcak, Cyril Rach, Mark Schilling, Ted Gray, and Cable Coordinator Diane Stojanovich present.

CALL TO ORDER – ROLL CALL:

Following the call to order at 5:30 p.m. Stojanovich did roll call, and a quorum was present.

MINUTES: Schilling moved and Gray seconded a motion to approve the October 23, 2012 meeting minutes as amended with date corrections. The motion was approved on a voice vote.

OPEN DISCUSSION WITH VILLAGE ADMINISTRATOR DAVE ROSS:

Brosamle welcomed Ross to the Committee and introductions followed. Ross thanked the Committee for the invitation and outlined his intent to share the proposed CableTV budget for the next five years. He began the dialog with a brief overview of departmental budgets, the Cable TV operation, and how all of these things tie into the overall Village budget.

Based on information submitted by each department, the Finance and Personnel Committee completed a five year budget projection for all departments. The budget was as accurate as possible at the time it was done and provides a broad overview. Ross distributed the budget document and reviewed key portions with the Committee, including the Village portion of the tax levy, the fact that the CableTV budget falls within the general fund, and an explanation of debt service (the amount of money the Village owes on loans this year). Ross further summarized that the long term goal is lower Village taxes. That can be accomplished by lowering the amount of money the Village borrows, further noting that he hoped the Village would not have to borrow in the coming years. He also clarified that State law dictates how much the Village can levy, which corresponds with the tax rate.

Specific to the CableTV Department, Ross noted that overall the public broadcast operation is better. The additional of staff and equipment upgrades have made a measurable difference. The consensus of the Finance and Personnel Committee and Village Board is to have the cable operation goal be to continue what **it's** currently doing find a way to do more, without more money. Ross acknowledged that Stojanovich and the CableTV Committee have offered potential ideas such as partnering with the Mount Horeb Area School District for interns or recruiting

volunteers.

Ross shared the following five-year budget plan for the CableTV Department as follows:

2013

- Most everything that was requested for 2013 was approved, including:

ITEM	2013 REQUESTED	2013 APPROVED
Leightronix InfoChannel Subscription	\$900.00 (annual)	YES
Leightronix PEG Central streaming & video-on-demand hosting.	\$3000.00 (annual)	YES
Dedicated laptop for Village Board room; conference room	\$500.00	NO
Lighting for Village Board Room Altman SKY-CYC-03	\$780.00	YES
Sound/acoustic panels for control room and Village Board Room Primacoustic LONDON-10 Kit	\$500.00	YES
Display monitor for small conference room	\$1000.00	YES
Lighting for small conference room Altman SKY-CYC-01	\$305.00	NO
Gigabit Ethernet connection for small and large conference rooms	\$400.00	YES
Gigabit Ethernet switchers	\$700.00	YES
Digital AM/FM Tuner w/ Remote Rolls RS80	\$252.00	NO
Mt. Horeb Village Cable Analog EAS System	\$3741.00	NO
Mt. Horeb Village Cable Digital EAS System		NO
Villagecable engineer consultant	\$1000.00	YES
Miscellaneous equipment	\$500.00	YES
SUB-TOTAL CAPITAL EQUIPMENT		
TOTAL	\$14,078.00	\$8,780.00

-In addition, a 4% increase in wages for cable staff was approved for 2013.

2014

ITEM	2014 REQUESTED	2014 APPROVED
Leightronix InfoChannel Subscription	\$1000.00	YES

ITEM	2014 REQUESTED	2014 APPROVED
Leightronix PEG Central streaming & video-on-demand hosting.	\$3200.00	YES
Digital Camera	\$4500.00	YES
Ultra Nexus SDI	\$13495.00	NO
Mt. Horeb Village Cable Digital EAS System	\$5000.00	NO
Villagecable engineer consultant	\$1000.00	YES
Miscellaneous equipment	\$500.00	YES
SUB-TOTAL CAPITAL EQUIPMENT		
TOTAL	\$28,695.00	\$10,200.00

2015

ITEM	2015 REQUESTED	2015 APPROVED
Leightronix InfoChannel Subscription	\$1200.00	YES
Leightronix PEG Central streaming & video-on-demand hosting.	\$3200.00	YES
Control room computer upgrade	\$2000.00	YES
Dedicated laptop for Village Board room; conference room	\$500.00	YES
Gigabit Ethernet switchers	\$700.00	YES
Creation of a television studio at MH municipal building	\$3500.00	NO
Villagecable engineer consultant	\$1000.00	YES
Miscellaneous equipment	\$500.00	YES
SUB-TOTAL CAPITAL EQUIPMENT		
TOTAL	\$13,100.00	\$9,100.00

2016

ITEM	2016 REQUESTED	2016 APPROVED
Leightronix InfoChannel Subscription	\$1400.00	YES
Leightronix PEG Central streaming & video-on-demand hosting.	\$3500.00	YES
Village cable control room – upgrades	\$1000.00	YES

ITEM	2016 REQUESTED	2016 APPROVED
Creation of a television studio at MH municipal building	\$2500.00	NO
Villagecable engineer consultant	\$1000.00	YES
Miscellaneous equipment	\$500.00	YES
SUB-TOTAL CAPITAL EQUIPMENT		
TOTAL	\$14,900.00	\$7,400.00

Following presentation of the budget items, Ross reiterated the goal of retaining the current level of service provided by the Cable TV operation. He discussed specifics and answered questions related to the budget items. He stated the **franchise fees received for the cable operation are part of the Village's general fund**, not specific to the cable department. Further, he provided an explanation of revenues and expenses for all departments noting their respective budgets **aren't based on the revenue they generate**.

In summary, Ross shared there is an effort to streamline operations in every department. Committee members offered the following budget and general questions, comments in no particular order:

Steve Sopcak:

Sopcak noted the importance of an equipment inventory, up-to-date software licensing, etc. and if there is some flexibility with the budget. Further, stating a personal goal is that the cable station have so much content that there is a struggle to get it all on the air. Ross stated the budget reflects the information that was submitted at a point in time. No budget is set in stone, and legitimate needs are addressed as they arise. The CableTV budget is part of the overall Village budget.

- Sopcak suggested the creation of a master calendar for the year to illustrate the kinds of things the cable operation wants to cover. Publicity can be planned based on that calendar, services available, program submissions, etc.
- A discussion about records retention resulted in Ross sharing the Village is working on records retention. They hope to transition to a cloud-based system where items are scanned, stored, and easily retrieved. Re: program/video retention, he suggested working with the historical society.

Bryan Brosamle:

- Brosamle requested if there is flexibility of the budget dollars between **categories. For instance if dollars budgeted for salary aren't completely used, can they be used for a capital item. Ross responded "Yes" and "No."** A budget amendment to the Village Board is required if spending outside of the budgeted

year, and/or budgeted dollar amount.

- **Brosamle requested if current staff can't work up to the maximum number of hours budgeted**, is there the possibility of adding a third person. Ross responded that it would be o.k., but cautioned that additional staff may translate into the operation thinking it needs more hours. The current staffing hours must remain. Ross discussed considering other alternatives previously discussed by the Committee such as interns and volunteers.

- In relation to additional staffing, Brosamle requested if Ross had prior experience with a School District partnership. Ross recollected they had a **partnership, but wasn't aware of the details from the School beyond providing students and possibly a camera**. Consensus of the Committee was to continue to explore how the Village and School District can work together with people and budget to streamline and maximize the programming to the community. All **agreed we don't want to duplicate** efforts. Stojanovich noted she is working with Bart Leibfried, Mt. Horeb Technology Education teacher, regarding a possible internship and coordinating what students are currently covering. Also related to staffing, Ross will check with the Village legal consultant regarding use of volunteers, application, requirements, etc.

Based on his experience in Iowa, Ross offered the cable operation could consider selling sponsorships of programs. Commercials are not allowed with public access, but sponsorships could generate additional revenue. Revenue generated in that way, would remain specifically with the cable operation and not be placed in the Village general fund.

- Brosamle raised the fact that the CableTV ordinance and Cable policies are outdated. The current ordinance precedes the current CableTV State law. Ross noted that he is in the process of updating ordinances for other departments and offered to review/write/update the CableTV ordinance and policies and bring back to the Committee for review. Given the pending list, he estimated he can get to the CableTV documents by February-March 2013. Brosamle thanked him for his assistance and consensus of the Committee was for Ross to proceed.

In closing, Ross requested the Committee review the 2014-2016 budget figures and provide feedback on whether they agree or disagree with the five year budget plan.

-CableTV ordinance and Cable policies are outdated. Ordinance preceded the CableTV State law. Ross will write/update the ordinance and policies and will bring it back to the Committee for review. Estimated he can get to it by February-March.

CABLE COORDINATOR REPORT:

Stojanovich distributed and reviewed the report inclusive of projects (completed and pending), programming (completed and future), and budget update.

CAPITAL AND OPERATING BUDGET UPDATED:

Discussion of this item was postponed until the next meeting.

PROGRAMMING UPDATE:

Discussion of this item was postponed until the next meeting.

STRATEGIC PLAN UPDATE:

Discussion of this item was postponed until the next meeting.

SET NEXT MEETING DATE:

The Committee cancelled the December 11, 2012 meeting and approved the next regularly scheduled meeting for January 8, 2013 at 5:30 p.m.

AGENDA ITEMS FOR NEXT MEETING:

Spring 2013 open house
Budget Update
Programming Update
Strategic Plan Update

ADJOURN: Sopcak and Schilling seconded a motion to adjourn at 6:35 p.m.
Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator