



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 15, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 November 12, 2013 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Consider flyer/pamphlet.
- 5) Revisit Village Cable Channel policy.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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 ALYSSA GROSS, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-6884.

CABLETV COMMITTEE

January 15, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:10 p.m. with members Rob Chappell, Ted Gray, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and Geoff Shields were absent.

CALL TO ORDER – ROLL CALL:

Following the call to order at 6:00 p.m. Schilling did roll call, and a quorum was present.

MINUTES: Gray moved and Chappell seconded a motion to approve the November 12, 2013 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- **Coverage of community events for January: Scandihoovian Festival promotion, "Driftless presentation (local organization), What's the Red Hat?**
- Completion of equipment upgrades (new hard drives for the Buffalo—storage server).
- **"Talk of the Trollway":**
 - o First episode is complete and airing on the schedule.
 - o Video for three additional episodes has been completed.
 - o Draft budget for the program has been created.
 - o Draft document for community sponsorship has been completed. Stojanovich, along with community volunteers, Bryan Brosamle and Gary Schuetz, will meet with possible sponsor(s).
 - o Brosamle and Schuetz attended the meeting and were available to answer any questions.

Staffing:

Stojanovich shared that Derek Mallow began his position in November. Stojanovich and Mallow continue to cover the needs of the cable operation.

Budget:

Stojanovich noted purchases earmarked for 2013 were completed and the CableTV operation finished 2013 within budget.

CONSIDER FLYER/PAMPHLET:

Members revisited the discussion from the November meeting regarding opportunities to raise awareness about the cable operation and engage with the community for content submission. A variety of ideas for raising awareness were discussed such as exposure in the Mt. Horeb Mail, attendance at civic organization meetings, event holders promote the cable operation through acknowledgement of the cable staff presence at an event, promotion via existing CableTV Committee members, social media, etc. **The creation of the "Talk of the Trollway," is a positive step toward awareness-raising.**

Chappell shared ideas about a flier/pamphlet that would encourage content submission. Other tools would be creation of video vignettes by Village leaders. Another challenge is the lack of a brand, need logo, etc. Stojanovich offered to follow-up with the UW-Madison School of Business and Madison College regarding an intern or course project.

REVISIT VILLAGE CABLE CHANNEL POLICY. Item tabled until next meeting.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

Schilling reminded members to forward agenda items for the next meeting to him. Agenda items thus far for the February meeting include:

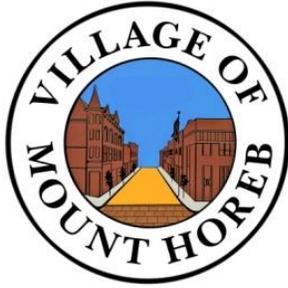
- Cable Coordinator report/Programming update.
- Revisit CableTV marketing/branding.
- Revisit Village Cable Channel policy.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be February 11, 2013 at 6:00 p.m.

ADJOURN: Chappell moved and Gray seconded a motion to adjourn at 6:31 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Tuesday, February 11, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 15, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Revisit CableTV publicity/brand strategies
- 5) Revisit Village Cable Channel policy.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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CABLETV COMMITTEE

February 11, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:10 p.m. with members Rob Chappell, Steve Sopcak, Geoff Shields, and Cable Coordinator Diane Stojanovich present. Ted Gray was absent.

CALL TO ORDER – ROLL CALL:

Following the call to order at 6:04 p.m. Schilling did roll call, and a quorum was present.

MINUTES: Shields moved and Sopcak seconded a motion to approve the January 15, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Coverage of community events for January: Scandihoovian Festival, "Climate Change (Blue Mounds Area Project presentation. Upcoming: Joint Village Board/School Board mtg. on 2/12/14, Parks & Rec spring/summer program update.
- The goal is covering at least one community event/activity per week.
- Equipment: Purchase of new antenna; components for AppleTV in Village Board room.
- "Talk of the Trollway":
 - o Secured Miller & Sons Supermarket as the 2014 sponsor—covering 12 episodes.
 - o Budget per episode is \$1000.
- Committee members were encouraged to submit ideas regarding topics for Talk of the Trollway or other community-based television. Ideas offered included: History of Villagecable, Frolic Committee chairperson on perspective of his service and highlights for 2014 event, and interviews highlighting the work of local organizations.
- For future meeting Stojanovich will provide a copy of the current programming schedule for information/review by the Committee.

Staffing:

Mallow continues to learn the equipment and protocol. His interest and skills have been beneficial for coverage of community events.

Budget:

The cable operation remained within budget and no specific items to report.

Other: Sopcak inquired about a disaster recovery plan and offered assistance in the creation/review of such a plan for the cable operation. Stojanovich noted that Don Huggill, engineer sub-contractor, has provided documentation with the equipment upgrades. The operation remained online with a few power outages in the fall.

REVISIT CABLETV PUBLICITY/BRAND STRATEGIES:

Members revisited how best to raise awareness about the cable operation. Stojanovich shared that

following discussion on publicity and branding at the January meeting, she contacted the UW-Madison School of Business and Madison College regarding an intern or course project. There was general discussion regarding content, fliers, video contest and a logo contest. Members discussed the need to move forward and consensus was that selecting a name was a good starting point. Members brainstormed a variety of possible names for the cable operation including: Troll-o-Vision, Trollway TV, MHTV, Village View, Troll TV, and Trollway Cable. Chappell moved and Shields seconded a **motion to name the operation "Trollway TV."** Chappell offered to lead the Committee through a brand strategy exercise at the March meeting. He will send information in advance of the meeting for members to review and be prepared to discuss. Stojanovich will reach out to a few former CableTV Committee members and individuals from the community and invite them to participate in the brand strategy exercise. Sopcak created a draft flier regarding the cable operation and will forward that to the Committee in advance of the March meeting. Stojanovich will follow-up with Kathy Hagen to determine if we can move forward with securing the domain name.

REVISIT VILLAGE CABLE CHANNEL POLICY. Item tabled until a future meeting.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

Agenda items thus far for the March meeting include:

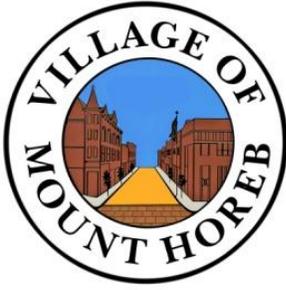
- Cable Coordinator report/Programming update.
- Trollway TV Brand Strategy session.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be March 11, 2014 at 6:00 p.m.

ADJOURN: Shields moved and Sopcak seconded a motion to adjourn at 6:50 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Tuesday, March 11, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 February 11, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV Brand Strategy session.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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CABLETV COMMITTEE

March 11, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:05 p.m. with members Rob Chappell, Ted Gray, Geoff Shields, and Cable Coordinator Diane Stojanovich present. Steve Sopcak was absent. In addition, invited guests: Bryan Brosamle and Jack Temby.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Shields moved and Chappell seconded a motion to approve the February 11, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Coverage of at least one community event/activity per week.
- Equipment: Purchase and installation of AppleTV in Village Board room.
 - "Talk of the Trollway" has aired three episodes and has been well-received.

Staffing:

Mallow is assisting with shooting and editing of Talk of the Trollway production. Support of his additional hours is possible through the Talk of the Trollway sponsorship.

Budget:

The cable operation remained within budget and no specific items to report.

TROLLWAY TV BRAND STRATEGY SESSION:

Chappell led Committee members and invited guests, Brosamle and Temby, through the initial steps of a brand strategy session. Brosamle and Temby, were invited to provide input as they both served as Chairman of the cable committee for a number of years. The brainstorming session included discussion on topics such as identifying audiences, scope, benefits, services, and value of the Village cable operation. Chappell will send a summary of the exercise and will work with members to finalize the session at the April meeting.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

Agenda items thus far for the April meeting include:

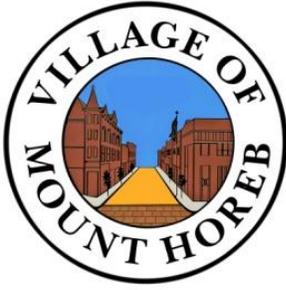
- Part 2- Trollway TV Brand Strategy session.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be April 8, 2014 at 6:00 p.m.

ADJOURN: Gray moved and Shields seconded a motion to adjourn at 6:52 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE

Tuesday, April 8, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 11, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV Brand Strategy session – Part 2.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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CABLETV COMMITTEE

April 8, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:06 p.m. with members Rob Chappell, Geoff Shields, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and Ted Gray were absent. In addition, invited guest: Bryan Brosamle.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Shields moved and Chappell seconded a motion to approve the March 11, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Coverage of at least one community event/activity per week.
- **"Talk of the Trollway"** is airing the fourth episode on Quilters and continues to be well-received.

Staffing:

The staffing is stable and no specific items to report.

Budget:

The cable operation remained within budget and no specific items to report.

TROLLWAY TV BRAND STRATEGY SESSION:

Chappell distributed a summary document of the brand strategy session that he led at the March meeting. Committee members and invited guest, Brosamle, discussed next steps. Consensus of the Committee was that creation of a logo was a priority, followed by implementation of a multi-pronged marketing/communications plan. The Committee discussed a variety of ideas to raise awareness about the channel from advertising and grocery inserts at Miller & Sons, to participation in the Frolic Parade. The Committee identified action items as follows:

- Logo creation – Chappell has a designer in mind and will contact them.
- Trademark – **Chappell will check to see that "Trollway TV" is not a registered Trademark.**
- Secure domain names – **Stojanovich will register "trollway.tv" and "trollwaytv.com"**
- Establish social media accounts (gmail, Facebook, Twitter) – Stojanovich will create accounts

To expedite progress the Committee decided to hold a special meeting in April to review and approve the Trollway TV logo. Once the logo is approved, the Station can move forward with creation of promotional items, including but not limited to: display/banner ads for web sites or social media platforms, clothing, equipment stickers, signage, giveaway items, etc. Chappell offered an advertising idea such as: **"Shop Local. Buy Local. Watch Local."**

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

Agenda items thus far for the special April meeting includes:

- Trollway TV logo review and approval

Agenda items thus far for the May meeting includes:

- Trollway TV Marketing and Communications strategies.

SCHEDULE NEXT MEETING DATE:

A special meeting will be April 29, 2014 at 6:00 p.m. The next regularly scheduled meeting will be May 13, 2014 at 6:00 p.m.

ADJOURN: Shields moved and Chappell seconded a motion to adjourn at 6:41 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE

Tuesday, April 29, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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) **Trollway TV logo review and approval.**
- 3) **Adjourn.**

Bold items require a motion for a vote.

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.

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CABLETV COMMITTEE

April 29, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:04 p.m. with members Rob Chappell, Geoff Shields, Steve Sopcak, Ted Gray, and Cable Coordinator Diane Stojanovich present. In addition, invited guest: Bryan Brosamle.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

TROLLWAY TV LOGO REVIEW AND APPROVAL

Chappell provided a summary of the brand strategy session that resulted in the next step of logo design. Based on the prior meeting discussion he outlined what we want the logo to convey, including, but not limited to: service to the community, community engagement, and community pride. He further recapped those we want to inspire to provide content, such as: widely engaged, former residents, creative younger audience.

Chappell presented five draft logo designs. Committee members reviewed each and provided the following feedback:

- Consensus was that design #1 and #2 best captured what we were trying to achieve.
- Both #1 & #2 were simple, clean lines, and could be re-purposed in a variety of ways and formats.
- Both #1 & #2 incorporated the circle element similar to the Village of Mt. Horeb.
- Preference for curved vs. straight lines for the antenna/radio tower symbol.
- Consider different section of the Trollway other than Opera House

The Committee discussed the need for the logo to be versatile in formats and use. For example, incorporating a troll holding a camera and the camera would have the Trollway TV logo.

Chappell will provide feedback to the designer and present revised designs at the May 13, 2014 meeting.

Sopcak moved and Shields seconded a motion to table logo approval pending revisions. Motion carried.

ADJOURN: Chappell moved and Sopcak seconded a motion to adjourn at 6:30 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE

Tuesday, May 20, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 April 8 and 29, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV logo review.
- 5) Trollway TV Marketing and Communications strategies.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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CABLETV COMMITTEE

May 20, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:08 p.m. with members Rob Chappell, Geoff Shields, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and Ted Gray were absent. In addition, invited guest: Bryan Brosamle.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Shields moved and Chappell seconded a motion to approve the April 8 and 29, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Coverage of at least one community event/activity per week.
- **“Talk of the Trollway”** is airing the fifth episode on Fantasy Art.

Staffing:

The staffing is stable and no specific items to report.

Budget:

The cable operation remained within budget and no specific items to report.

TROLLWAY TV LOGO REVIEW

Chappell provided a summary of the brand strategy discussion and shared examples of iconic logos and summarized the logo characteristics as follows:

- Simple design
- Most of them are square in format
- One color
- **They don't tell a story, rather remind you of a story that you already know**
- An example of a mascot incorporating a logo—Ronald McDonald

Chappell presented revised designs based on feedback at the April 29, 2014 meeting. Committee members reviewed three versions of the logo and consensus was design#1. The logo has two black/white inverse options and one color option. The Committee discussed options for the use of the logo in promotional items such as buttons, pencils, pens, stickers, etc. Shields moved and Chappell seconded a motion to approve design#1 for the Trollway TV logo and move forward by sharing it with Dave Ross, Village Administrator. The motion was approved on a voice vote. Schilling thanked Chappell for his work on this effort and Bryan Brosamle for attending meetings and providing input.

TROLLWAY TV MARKETING AND COMMUNICATIONS STRATEGIES

Shields moved and Chappell seconded a motion to table this item to a future meeting. The motion was approved on a voice vote.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

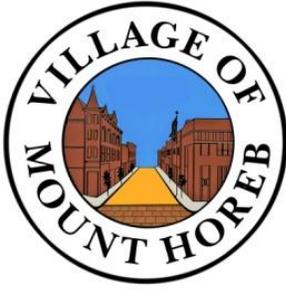
- Trollway TV Marketing and Communications strategies.
- Presentation at upcoming Village Board Meeting.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Monday, June 9, 2014 at 6:00 p.m.

ADJOURN: Chappell moved and Shields seconded a motion to adjourn at 6:38 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Monday, June 9, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 May 20, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV Marketing and Communications strategies.
- 5) Presentation at upcoming Village Board Meeting.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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.

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CABLETV COMMITTEE

June 9, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:08 p.m. with members Rob Chappell, Adam Mertz, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and Geoff Shields were absent.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Chappell moved and Mertz seconded a motion to approve the May 20, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Participation in the Mount Horeb Frolic Parade.
- Community events coverage: Bike rodeo, Memorial Day program, Spring Art Tour, Frolic Parade.
- Submission of a Mount Horeb Rotary Community Foundation Grant.
- **“Talk of the Trollway”** is airing the episode on Paul Rux, Futurist.

Staffing:

The staffing is stable and no specific items to report.

Budget:

- The cable operation remained within budget.
- The Budget Calendar for 2015 Operating Budget and 2015-2019 Capital Improvements

Purchase was shared as follows:

- July 30, 2014: Dept. heads meet with their Committee
- August, 11, 2014: Submit CIP purchases for 2014-2018 to Village Administrator
- September 5, 2014: Village Administrator provides preliminary 2015 budget to department heads for review
- September 8-11, Dept. heads meet with Village Administrator to discuss 2015 operating and capital budgets and make comments on 2016-2019 operating budget.
- Finance & Personnel Committee meets: October 8, 14, 22, & 29, 2014 for budget work.
- November 5, 2014: Village Administrator presents 2015 budget and 2015-2019 CIP to Village Board. Village Board sets a public hearing for December 3, 2014.
- December 3, 2014: Village Board holds public hearing on 2015 budget and 2015-2019 Capital Improvement Plan followed by budget adoption.

TROLLWAY TV MARKETING AND COMMUNICATIONS STRATEGIES

Committee members discussed the marketing and communications of Trollway TV as having two parts—raising awareness and content generation. Given the limited exposure of the existing cable operation, consensus was to focus efforts on raising awareness. Following the raising awareness strategies, the Committee would discuss strategies for content generation. The following strategies

were discussed for raising awareness about Trollway TV:

- Bag stuffer for Miller & Sons Supermarket
 - o **Sample text, "Buy Local, Eat Local, Watch Local"**
 - o Keep it simple—re-purpose by using same info. as vehicle magnet.
- Promotional items for distribution at Wednesday Night Live concerts in July. Examples included:
 - o koozie cups
 - o magnets
 - o fliers
 - o business cards
 - o t-shirts
- Establish Twitter and Facebook accounts for Trollway TV.
- Create insert for Mount Horeb utility bills.
- Order polo and t-shirts for Trollway TV staff.
- Update Village of Mount Horeb web site to reflect new logo, including update content for existing cable department page.
- Explore businesses that have closed circuit television and whether we could incorporate an informational slide highlighting Trollway TV.
- Announcement of the new Trollway TV logo in Mount Horeb Mail newspaper.
- Incorporate new logo in existing Talk of the Trollway ads in the Mount Horeb Mail.
- **Create "Proud sponsor sign" for Miller & Son's Supermarket.**
- **Hold a "Create the Troll for Trollway TV" mascot contest to engage** the community.
 - o Criteria for troll would be specific—four fingers and a tail.
 - o Consider timeline in late summer or early fall to accommodate participation by students.
 - o Committee would review, narrow, entries. Consider public vote on top three entries.
 - o Consider timeline for reveal of the mascot to coincide with Mount Horeb fall event.
 - o Details for the contest will be more fully discussed at an upcoming CableTV Committee meeting.

PRESENTATION AT UPCOMING VILLAGE BOARD MEETING

To maximize the awareness raising for Trollway TV, the consensus of the Committee was to present at the July 2, 2014 Village Board meeting. Schilling and Chappell will lead the presentation with a review of the logo/branding process, communication strategies, and next steps. All Committee members are encouraged to attend the meeting. Stojanovich will submit the request to Dave Ross, Village Administrator.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

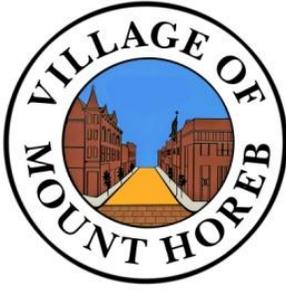
- Trollway TV Marketing and Communications strategies—part 2: Content generation and guidelines.
- CableTV Policy Review/Update.
- Trollway TV Mascot Contest.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, July 8, 2014 at 6:00 p.m.

ADJOURN: Mertz moved and Chappell seconded a motion to adjourn at 6:55 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



Village of Mount Horeb

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CABLE TV COMMITTEE
Tuesday, July 8, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 June 9, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) 2015 and 5-Year Budget Planning
- 5) Trollway TV Marketing and Communications strategies.—part 2: Content generation and guidelines.
- 6) CableTV Policy Review/Update.
- 7) Trollway TV Mascot Contest.
- 8) Discuss agenda items for next meeting.
- 9) Schedule next meeting.
- 10) Adjourn.**

Bold items require a motion for a vote.

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.

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CABLETV COMMITTEE

July 8, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:08 p.m. with members Geoff Shields, Adam Mertz, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and Rob Chappell were absent.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Shields moved and Mertz seconded a motion to approve the June 9, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Presentation on Trollway TV at July 2, 2014 Village Board meeting by Mark Schilling and Rob Chappell was well received.
- Community events coverage: **Mount Horeb Farmer's Market.**
- **"Talk of the Trollway"** is airing the episode on Greg Dennis, Mount Horeb Chorale Director.

Staffing:

- Derek Mallow has accepted a full-time position elsewhere, but will continue to work as part-time cable operator.
- To assure coverage of meetings and assistance with Talk of the Trollway, a part-time cable operator position has been approved for posting. The announcement will run in the 7/9/14 Mount Horeb Mail and Town & Country Shopper newspapers. Stojanovich will also send the announcement to Madison College and Madison Media Institute. Stojanovich encouraged Committee members to share the information with individuals they know who may be interested in the position.

Budget:

- The cable operation remained within budget.

2015 and 5-YEAR BUDGET PLANNING

- Stojanovich reviewed the time table for the budget planning process.
- The Committee reviewed the 2013-2017 5-year capital budget document. Suggestions for possible additions to the future 5-year budget document could include: equipment upgrades, materials to create a portable set, additional staffing hours, lighting and microphones to support a portable set, lighting and sound enhancements for the current small and large conference rooms.
- The Committee reviewed the most current month end budget statement for 2014 and concurred that using this template with adjustments where needed would provide a good framework for the 2015 operating budget.
- Stojanovich will create drafts of the 5-year and 2015 operating budgets.

TROLLWAY TV MARKETING AND COMMUNICATIONS STRATEGIES—part 2: CONTENT

GENERATION AND GUIDELINES

Stojanovich shared that received the complete suite of files for the new Trollway TV logo and continues to work on the marketing and communication strategies identified at the June meeting.

Schilling shared that one question raised by Village Board members was the guidelines, criteria, and review of community content. Committee members discussed the broad guidelines that were developed in spring of 2013 prior to the cable operation open house. The guidelines outlined in that document were:

Community Content:

Villagecable is pleased to accept community content that meets the following requirements:

- Topic highlights local culture, entertainment, or informative content.
- Finished video files (no editing required) in MPEG2 file format provided on flash drive or SD card.

The consensus of the Committee that these guidelines suffice for now and can be revisited, if needed, at a future date. Currently, Stojanovich will review content prior to airing on the channel.

CABLE TV POLICY REVIEW/UPDATE

Schilling reminded Committee members that the policy review will be ongoing, especially in light of the increased awareness about Trollway TV, generation of new content, and submission of community-based content.

TROLLWAY TV MASCOT CONTEST

The Committee reviewed the discussion from the June meeting regarding a mascot contest:

- **Hold a "Create the Troll for Trollway TV" mascot contest to engage the community.**
 - o Criteria for troll would be specific—four fingers and a tail.
 - o Consider timeline in late summer or early fall to accommodate participation by students.
 - o Committee would review, narrow, entries. Consider public vote on top three entries.
 - o Consider timeline for reveal of the mascot to coincide with Mount Horeb fall event.
 - o Details for the contest will be more fully discussed at an upcoming CableTV Committee meeting.

Stojanovich will contact Mount Horeb Area School District staff regarding the contest, tentative timeline, class project concept, etc.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Trollway TV Marketing and Communications strategies.
- CableTV Policy Review/Update.
- Trollway TV Mascot Contest.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, September 16, 2014 at 6:00 p.m.

ADJOURN: Shields moved and Mertz seconded a motion to adjourn at 6:44 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Tuesday, September 16, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 July 8, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV Marketing and Communications strategies.—part 2: Content generation and guidelines.
- 5) Trollway TV Mascot Contest.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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.

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CABLETV COMMITTEE

September 16, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:05 p.m. with members Geoff Shields, Adam Mertz, Rob Chappell, and Cable Coordinator Diane Stojanovich present. Steve Sopcak was absent.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Shields moved and Chappell seconded a motion to approve the June 8, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Community events coverage: Mount Horeb Ice Cream Social & Pie Auction.
- **"Talk of the Trollway"** aired episodes on Alex Bledsoe, author, and Dave Kunkle, Flying Photographer.

Staffing:

- Two applications were received for the part-time cable operator position. Stojanovich will follow-up with contacting the potential candidate.

Budget:

- The cable operation remained within budget.
- Stojanovich reported that the preliminary 2015 budget was a slight increase from the current year. The Finance & Personnel Committee will be meeting to review the entire budget in the coming weeks.

TROLLWAY TV MARKETING AND COMMUNICATIONS STRATEGIES—part 2: CONTENT GENERATION AND GUIDELINES

The Committee discussed the broader issue of content guidelines and policies for public access—specifically the solicitation of community content, and infrastructure (equipment and staffing) available to support community-based projects. The existing guidelines are as follows:

Community Content:

Villagecable is pleased to accept community content that meets the following requirements:

- Topic highlights local culture, entertainment, or informative content.
- Finished video files (no editing required) in MPEG2 file format provided on flash drive or SD card.
- Cable Coordinator will review content prior to airing on the channel.

The consensus of the Committee at the July meeting and again tonight was the guidelines suffice for the current Trollway TV operation.

In addition, Mertz shared sample guidelines from Los Angeles public access and Dartmouth. Mertz will forward the information to Stojanovich for distribution to the Committee.

The consensus of the Committee was to create a flier encouraging members of the community to submit content as outlined in the guidelines and/or project proposals. The proposals would be

reviewed by the CableTV Committee. Stojanovich will draft a sample flier and share with the Committee for review/input.

The Committee discussed the creation of social media sites for Trollway TV as another easy, inexpensive strategy to engage the community, generate interest, and highlight existing programming. Stojanovich will create a Twitter and Facebook account. Committee members will serve as administrators for the Facebook account.

TROLLWAY TV MASCOT CONTEST

The Committee reviewed the discussion from the July meeting regarding a mascot contest:

- **Hold a "Create the Troll for Trollway TV" mascot contest to engage the community.**
 - o Criteria for troll would be specific—four fingers and a tail.
 - o Consider timeline in late summer or early fall to accommodate participation by students.
 - o Committee would review, narrow, entries. Consider public vote on top three entries.
 - o Consider timeline for reveal of the mascot to coincide with Mount Horeb fall event.

The Committee added an additional criterion of having submissions from local residents only. Following a discussion of end use of the mascot logo, lead-time, schedule, and maximizing the strategy, the consensus of the Committee was to postpone the contest until spring 2015. The tentative timeline of the contest would be early spring with unveil of the final mascot in time for the June Frolic parade. The item will be added to the January meeting agenda.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

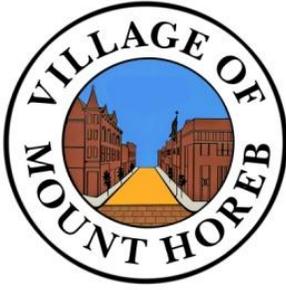
- Cable Coordinator report/Programming update.
- Trollway TV Marketing and Communications strategies.
- Sports broadcast update.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, October 21, 2014 at 6:00 p.m.

ADJOURN: Shields moved and Mertz seconded a motion to adjourn at 6:44 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE

Tuesday, October 21, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 September 16, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV Marketing and Communications strategies.
- 5) Sports broadcast update.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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.

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CABLETV COMMITTEE

October 21, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:10 p.m. with members Geoff Shields, Adam Mertz, Rob Chappell, and Cable Coordinator Diane Stojanovich present. Steve Sopcak was absent.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Chappell moved and Shields seconded a motion to approve the September 16, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Community events coverage: Economic Development meeting, Fall Heritage Festival, Fall Art Tour, Genealogy workshop.
- **"Talk of the Trollway"** aired episode featuring Mikel Kelley, clay artist.

Budget:

- The cable operation remained within budget.
- Stojanovich reported that she will meet with Dave Ross to review the 2015 budget and will share information at the next meeting. The upcoming budget will handle the franchise fees differently than past years. The method will benefit the cable department budget long term. The Finance & Personnel Committee will be meeting on Wednesday, 10/22/14 to review and recommend the entire budget to the Village Board for approval.

TROLLWAY TV MARKETING AND COMMUNICATIONS STRATEGIES

The Committee discussed immediate or short term options that can raise awareness about Trollway TV. The discussion included:

Village web site:

- Increase the presence on the Village web site through a more direct link to the video-on-demand page.
- Update information on the existing cable department page.
- Use Trollway TV logo on home page instead of existing movie camera logo. Stojanovich noted that the request has been submitted and is pending due to a pending web re-design.
- Stojanovich will follow-up with Kathy Hagen regarding protocol and/or best way for cable department liaison(s) to provide input on the web site re-design.
- Determine number of video views, click rate on video-on-demand site.

Grassroots social media:

- Creation complete of a Twitter account. Initially, Stojanovich will serve as primary administrator.
- Creation complete of a Trollway TV fan page. Schilling, Chappell, and Mertz offered to serve as additional administrators for the page.
- Chappell will reach out to Melissa T., Mt. Horeb Chamber, to help boost Trollway TV Facebook likes.

SPORTS BROADCAST UPDATE

Mertz contacted Mike Beranek, Assistant High School Principal and Activities Director, Mount Horeb High School, regarding coverage of high school sporting events. Based on the discussion, Mertz offered the following highlights:

- Beranek was very much interested in Trollway TV covering sporting events.
- Wisco Radio covers many games and could provide color commentary and/or play-by-play.

Stojanovich shared with the Committee prior discussions with high school staff regarding sports coverage and student engagement including, but not limited to:

- Bart Leibfried, Technology Education teacher, contacted re: student projects, internships, hourly employees.
- Possible limitations for student availability (extracurricular and driving), limited number of work hours, existing technology education projects.
- Sports coverage in past years has included football, basketball, gymnastics, and soccer.

Consensus of the Committee was it was worth pursuing sporting coverage, especially if it can be broadcast near-to-live like the Grundahl concert series. Stojanovich will obtain information on the live broadcast capabilities. Mertz will follow-up with contact from Wisco Radio regarding providing color commentary, play-by-play for the game(s) we would cover.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report/Programming Update.
- 2015 Budget Update.
- Grassroots Social Media: Update.
- Sporting Coverage: Update.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, November 11, 2014 at 6:00 p.m.

ADJOURN: Shields moved and Chappell 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

Tuesday, November 11, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 21, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) 2015 budget: update.
- 5) Grassroots Social Media: update.
- 5) Sports coverage: update.
- 6) Discuss agenda items for next meeting.
- 7) Schedule next meeting.
- 8) Adjourn.**

Bold items require a motion for a vote.

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.

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CABLETV COMMITTEE

November 11, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:10 p.m. with members Adam Mertz, Rob Chappell, and Cable Coordinator Diane Stojanovich present. Steve Sopcak and Geoff Shields were absent.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Chappell moved and Mertz seconded a motion to approve the October 21, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Community events coverage: Hospitality Days, Holiday Craft Bonanza
- "Talk of the Trollway" aired episode featuring Alwyn Fitzgerald, Fisher King Winery.

Budget:

- The cable operation remained within budget.
- Stojanovich will review what is remaining for the year and assess equipment needs.

2015 BUDGET: UPDATE

Stojanovich reported that she met with Dave Ross to review the 2015 budget. The model would extract the public broadcasting from the municipal budget. Revenue for Trollway TV would be derived as a percentage of the cable franchise fees. The current percentage noted is 65% of the franchise fees. Committee members reviewed a document outlining the budget from 2011 through 2019 noting the impact of the new budget model. Dollars not used in one fiscal year would roll over and be available in the next fiscal year. Committee members discussed the pros and cons of the new budget model including the following:

- The accumulated funds from year-to-year could be a positive for the operation.
- Long term the roll over account will allow the cable operation budget to grow.
- The separate account for Talk of the Trollway will no longer exist in 2015. The revenues and expenses for those programs will be distributed to the appropriate budget accounts.
- If capital expenditures are needed, are they budgeted for separately?
- Does the money in the roll over fund **become an "obligatory savings account" intended to cover capital and/or other expenses?** Stojanovich will follow-up with Dave Ross on clarification of this question.

GRASSROOTS SOCIAL MEDIA: UPDATE

This item was tabled.

SPORTS COVERAGE UPDATE

Stojanovich provided the following update regarding possible live coverage of high school sporting events:

- A meeting is scheduled with Ryan Curless, Director of Technology, Mount Horeb Area School

District, and Don Hugill, Trollway TV sub-contractor engineer, to assess the IT infrastructure and capabilities for a live broadcast.

- Mertz followed up with Wisco Radio contacts and they are interested in collaborating with Trollway TV to provide the live audio of the games.
- Stojanovich will follow-up with Don Hugill to determine if live streaming is also a possibility.
- As schedules allow, Stojanovich will coordinate with engineer and staff on a test broadcast.

Committee members discussed the positive impact coverage of the games could have in raising awareness for Trollway TV.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report/Programming Update.
- Trollway TV- promotional giveaways
- Grassroots Social Media: Update.
- Sporting Coverage: Update.
- Church service broadcast.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, December 9, 2014 at 6:00 p.m.

ADJOURN: Mertz moved and Chappell seconded a motion to adjourn at 6:40 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE
Tuesday, December 9, 2014

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 November 11, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV promotional giveaways.
- 5) Sports broadcast: update.
- 6) Church service broadcast.
- 7) Discuss agenda items for next meeting.
- 8) Schedule next meeting.
- 9) Adjourn.**

Bold items require a motion for a vote.

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CABLETV COMMITTEE

December 9, 2014

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:07 p.m. with members Geoff Shields, Adam Mertz, Rob Chappell, and Cable Coordinator Diane Stojanovich present. Steve Sopcak was absent.

CALL TO ORDER – ROLL CALL:

Following the call to order, Schilling did roll call and a quorum was present.

MINUTES: Shields moved and Mertz seconded a motion to approve the November 11, 2014 meeting minutes as received. The motion was approved on a voice vote.

CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Community events coverage: Live coverage of MH sports, Community tree lighting event (12/13).
- "Talk of the Trollway" aired episode featuring Corey Hart, singer/songwriter.
- Stojanovich will work with Brosamle and Schuetz on securing additional sponsor for Talk of the Trollway in 2015.
- The cable operation remained within budget.
- Stojanovich will assess equipment and supply needs and complete year-end purchases.

TROLLWAY TV PROMOTIONAL GIVEAWAYS

Stojanovich received information from local vendor on pricing for Trollway TV apparel, i.e. polo shirts and t-shirts. Other promotional ideas such as fabric patches and giveaway items will be considered.

SPORTS COVERAGE UPDATE

Stojanovich reported that the live coverage of the **boys' basketball** game was well received.

Stojanovich is coordinating with Blaine Bestul, Wisco Radio, for joint coverage. The goal is to cover a variety of the high school sporting events. The games are made available on the schedule, via video-on-demand, and will also be added to the YouTube channel. A post to the Trollway TV Facebook page will be made in advance of the game coverage dates.

CHURCH SERVICE BROADCAST

Committee members discussed the pros and cons of broadcast of local church services. Consensus of the Committee was that more information was needed, unique requests, staffing, expectations of live vs. taped, licensing, re-broadcast of provided files, and program priority of the Trollway TV operation. Mertz and Schilling will follow-up with contacts at their respective congregations and report back at a future meeting.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report/Programming Update.
- Trollway TV- promotional giveaways
- Grassroots Social Media: Update.

- Sporting Coverage: Update.
- Church service broadcast.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, January 13, 2015 at 6:00 p.m.

ADJOURN: Chappell moved and Shields seconded a motion to adjourn at 6:35 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator