



# Village of Mount Horeb

138 E Main St

Mount Horeb, WI 53572

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

Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Website: [www.mounthorebwi.info](http://www.mounthorebwi.info)

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CABLE TV COMMITTEE  
Tuesday, January 13, 2015

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 December 9, 2014 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Trollway TV promotional giveaways.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) 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**

January 13, 2015

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 December 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.
- Community events coverage: Live coverage of Mount Horeb Area School District included boys and girls basketball, wrestling, and gymnastics. All coverage was successful and well received.
- **“Talk of the Trollway”** (TOTT) aired episode featuring 2014 Rewind, a recap of all the 2014 programs.
- Stojanovich is working with Brosamle and Schuetz on securing additional sponsors for TOTT in 2015.
- The cable operation finished out the year within budget.
- Stojanovich shared the social media efforts. Committee members offered to be added to the Trollway TV Facebook page as admins to assist with posts.

### **TROLLWAY TV PROMOTIONAL GIVEAWAYS**

Stojanovich shared information from vendor for apparel and fabric patches. An additional quote for giveaway items is pending.

### **DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

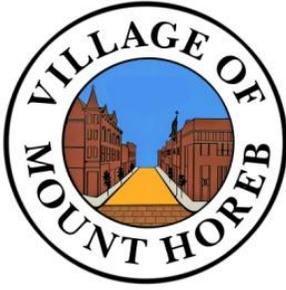
- Cable Coordinator report/Programming Update.
- Sponsorship Discussion

### **SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, February 10, 2015 at 6:00 p.m.

**ADJOURN:** Mertz moved and Shields seconded a motion to adjourn at 6:24 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE  
Tuesday, February 10, 2015

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 13, 2015 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) WIAA tournament coverage.
- 5) Community programming –underwriting discussion.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) 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**

February 10, 2015

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, 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:** Mertz moved and Shields seconded a motion to approve the January 13, 2015 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: Scandihoovian Festival, live coverage of Mount Horeb Area School District sports within staffing hours budget.
- **“Talk of the Trollway”** (TOTT) is airing episode featuring Al Hawley, auctioneer.
- The cable operation is within budget.
- Stojanovich will submit apparel order for Trollway TV polo shirts and t-shirts.

### **WIAA TOURNAMENT COVERAGE**

Adam shared information related to broadcasting WIAA high school tournament games and shared the following information:

- Cost \$100 per academic year (September-May).
- Allows tape delay broadcast, not live of any and all Mount Horeb Area School District high school postseason games.
- No limit on the number of times to replay the games.
- Require submission of a master film to Play On! Sports, which sells our broadcast as a DVD. Trollway TV would receive 20% royalties from any sales.

Consensus of the Committee was this was a worthwhile, cost effective opportunity. Stojanovich will follow-up with PlayOn! Sports.

### **COMMUNITY PROGRAMMING-UNDERWRITING DISCUSSION**

Schilling shared the process for the Committee to review underwriters for Trollway TV programming. Committee members were asked to submit a list of potential underwriters directly to Stojanovich. Stojanovich will compile the list designating a number to each entity. At an upcoming meeting Committee members will review the potential vendors and match with available opportunities. In addition to the potential sponsors, Committee members will also submit a list of ideas for underwriting, i.e. Wednesday Night Live, sporting events, etc.

The Committee discussed varied options for structuring the underwriting. Stojanovich will create a document outlining the underwriting criteria and benefits. Once a possible underwriter is identified, Stojanovich and the committee member(s) would accompany Stojanovich to the meeting, as

schedules allow.

**DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

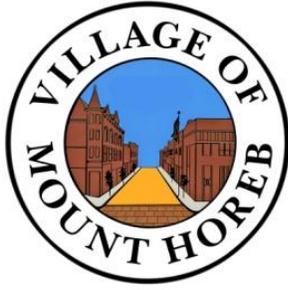
- Cable Coordinator report/Programming Update.
- Community programming-underwriting discussion

**SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, March 3, 2015 at 6:00 p.m.

**ADJOURN:** Chappell moved and Shields seconded a motion to adjourn at 6:48 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE  
Tuesday, March 3, 2015

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 10, 2015 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Community programming –underwriting discussion.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) Adjourn.**

**Bold items require a motion for a vote.**

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## **CABLETV COMMITTEE**

March 3, 2015

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 February 10, 2015 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 Community Band Winter concert, live and tape-delayed coverage of Mount Horeb Area School District sports.
- **“Talk of the Trollway”** (TOTT) is airing episode featuring Peg Ginsberg, artist.
- The cable operation is within budget.
- There will likely be an open seat on the Committee in late spring. Members were encouraged to suggest community residents who might have interest in serving on the CableTV Committee.

Given the increase in community awareness and positive feedback regarding coverage, Committee members discussed several promotion/marketing ideas. Stojanovich will obtain information and explore the following:

- Creation of a WordPress web site, linked from Village web site, highlighting the program schedule.
- Creation of a tab on existing Facebook page with the schedule.
- Add a link to **existing Facebook page, “Learn more about Trollway TV” and schedule.**
- Explore if MHTC is able to include specific programming (program title) in the channel line up.
- Following post to Peg Central (video-on-demand), post to Twitter and Facebook.
- If time slot for the program is determined in advance (i.e. the game will be re-broadcast at xx time), post to Twitter and Facebook.
- Explore Wisco Radio cross-mentions.

### **COMMUNITY PROGRAMMING-UNDERWRITING DISCUSSION**

Stojanovich distributed a draft of an underwriting proposal. Committee members provided feedback on content, discussed audience reach, and suggested additional benefits could include signage. They will give additional thought to the documentation needed to approach a business or individual.

The Committee discussed varied options for structuring the underwriting meeting. Once a possible underwriter is identified, Stojanovich and the committee member(s) would accompany Stojanovich to the meeting, as schedules allow.

Consensus of the committee was to be aware of businesses be considered, approached, as to not

duplicate efforts.

Committee members reviewed a list of potential underwriters that they submitted independently. Committee members will continue to give thought to underwriters whom they may have a personal or business connection, opportunity for a program specific fit, underwriting levels, and in-kind support. The discussion will continue at a future meeting.

**DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

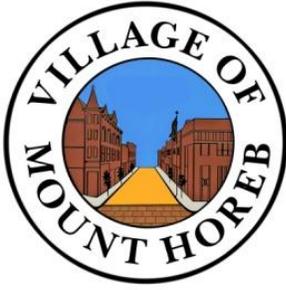
- Cable Coordinator report/Programming Update.
- Community programming-underwriting discussion

**SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, April 7, 2015 at 6:00 p.m.

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

Minutes submitted by Diane Stojanovich, Cable Coordinator



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CABLE TV COMMITTEE  
Tuesday, April 7, 2015

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 3, 2015 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) Community programming – continue underwriting discussion.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) Adjourn.**

**Bold items require a motion for a vote.**

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## **CABLETV COMMITTEE**

April 7, 2015

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 Geoff Shields, Adam Mertz, and Cable Coordinator Diane Stojanovich present. Rob Chappell and Steve Sopcak 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 March 3, 2015 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: U.S. Representative Mark Pocan forum; Wisconsin Supreme Court Forum, and live and tape-delayed coverage of Mount Horeb Area School District sports.
- Coverage of the WIAA sports play-off events was successful.
- Community feedback on the overall sports coverage and social media was successful. Stojanovich will explore the possibility of spring sports coverage, specifically track invitational and soccer.
- "Talk of the Trollway" (TOTT) is airing episode featuring Peter Strube, U.S. Army nurse.
- The cable operation is within budget.
- Trollway TV received three Wisconsin Community Media awards for Talk of the Trollway. The awards will be presented at the spring conference in late April. Schedules permitting Bryan Brosamle and/or Gary Schuetz, and Stojanovich will attend to receive the awards.
- The Village is in the process of upgrading their web site. Kathy Hagen provided a link of the new content. Stojanovich will share with the Committee.
- One of the part-time cable operators has resigned. Stojanovich will contact the Mount Horeb high school, Madison Media Institute, and Madison College for possible leads.

### **COMMUNITY PROGRAMMING-UNDERWRITING DISCUSSION**

Stojanovich reviewed the discussion from the March meeting regarding the draft document. Consensus of the Committee was the underwriting document could be structured by dollars or programming. For example, \$xx underwriting by multiple businesses vs. \$xx/per specific program. Stojanovich will finalize edits from the previous meeting and share with the Committee. Committee members will forward names of possible underwriters to Stojanovich.

The Committee discussed a timeline of finalizing the document by May, with a goal of approaching businesses for underwriting summer events such as Wednesday Night Live or fall sports.

The Committee briefly discussed whether the Village is a member of the Chamber of Commerce. Stojanovich will follow-up with Kathy Hagen. If the Village is not, Trollway TV could consider joining. In addition, consider Trollway TV attendance at the Mount Horeb Chamber Mixpo as a vendor. In past years, Trollway TV has covered the event.

**DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

- Cable Coordinator report/Programming Update.
- Community programming-underwriting – next steps.

**SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, May 12, 2015 at 6:00 p.m.

**ADJOURN:** Mertz moved and Shields seconded a motion to adjourn at 6:22 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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CABLE TV COMMITTEE  
Tuesday, May 12, 2015

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) New member welcome.
- 3) Consider April 7, 2015 minutes.**
- 4) Cable Coordinator report/Programming update.
- 5) Community programming – underwriting- next steps.
- 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 12, 2015

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 6:03 p.m. with members Geoff Shields, Adam Mertz, Rob Chappell, Dana Crary, and Cable Coordinator Diane Stojanovich present.

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Mertz moved and Shields seconded a motion to approve the April 7, 2015 meeting minutes as received. The motion was approved on a voice vote.

### **NEW MEMBER WELCOME:**

Schilling introduced Dana Crary, the newest member of the CableTV Committee. Members shared their current employment, skillset, interest in the committee, and their length of service to the committee. **Crary shared that she's a native of Mount Horeb and enthusiastic about contributing to the efforts of Trollway TV.** Crary is employed by the University of Wisconsin Foundation and Alumni Association as a Senior Media Specialist. Stojanovich will meet with Crary to share information, equipment overview, etc. related to the operation.

### **CABLE COORDINATOR REPORT/PROGRAMMING UPDATE:**

Stojanovich shared cable operation and program updates as follows:

Programming:

- Coverage of regular standing Village meetings.
- Community events coverage: Spring Chorale Concert, Boy Scouts Bike Rodeo, and videotape coverage of Mount Horeb Area School District sports—boys baseball and girls soccer .
- **"Talk of the Trollway"** (TOTT) is airing episode featuring Brynn Brujin, photographer and cook.
- The cable operation is within budget.
- Stojanovich is working with Don Hugill, sub-contract engineer, to monitor the options available if we have to replace the Tricaster. The next generation of this piece of equipment is digital. Replacement of this piece of equipment would initiate a domino effect and the likelihood that our supporting and complimentary equipment would need to be upgraded to digital versions as well. Stojanovich will provide updates at future meetings.
- Stojanovich is continuing work on the draft underwriting document and plans to share the final with the committee in May.
- Per follow-up from April meeting Stojanovich noted that the Village is a member of the Chamber of Commerce. The membership may provide future opportunities for raising awareness, networking, and underwriting as it relates to Trollway TV.
- Stojanovich reported that there are no new underwriters to announce, but a few pending requests.
- **Stojanovich noted "save the date" for participation by Trollway TV committee members in the Mount Horeb Frolic parade on Sunday, June 14.**
- Stojanovich will also follow-up with Charlie Jefko regarding the 2015 Wednesday Night Live concert schedule. The goal will be to broadcast the concert series live.
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## **COMMUNITY PROGRAMMING-UNDERWRITING DISCUSSION**

Stojanovich noted she is updating the document based on discussion at previous meetings. The goal is provide the Committee with a final document in May. Schilling suggested creation of a chart that illustrates the fee structure as it relates to equipment and staff needed to cover events. Stojanovich will draft a chart and forward with the underwriting document.

## **DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

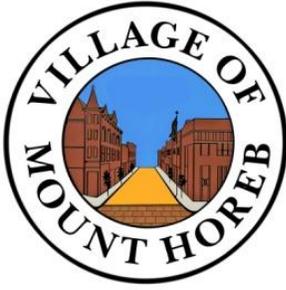
- Cable Coordinator report/Programming Update.
- Community Programming Underwriting Update.

## **SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, June 9, 2015 at 6:00 p.m.

**ADJOURN:** Shields moved and Mertz seconded a motion to adjourn at 6:37 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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## CABLE TV COMMITTEE

Tuesday, June 9, 2015

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 12, 2015 minutes.**
- 3) Cable Coordinator report.
- 4) Community programming underwriting update.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) Adjourn.**

### **Bold items require a motion for a vote.**

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## **CABLETV COMMITTEE**

June 9, 2015

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 Geoff Shields, Adam Mertz, Rob Chappell, Dana Crary, and Cable Coordinator Diane Stojanovich present.

### **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 May 12, 2015 meeting minutes as received. The motion was approved on a voice vote.

### **CABLE COORDINATOR REPORT**

Stojanovich shared cable operation and program updates as follows:

- Coverage of regular standing Village meetings.
- Community events coverage: Cave of the Mounds program; 1<sup>st</sup> Brigade Band, Educational Forum with Sony Pope-Roberts, and videotape coverage of Mount Horeb Area School District sports—girls soccer. Future: Frolic Parade participation and coverage.
- **“Talk of the Trollway”** (TOTT) is airing episode featuring Peter Kish, local chiropractor and musician.
- The cable operation is within budget.
- Nic Owen, new Village Administrator, will begin in June. Stojanovich will connect with him re: attendance at a future meeting.
- Stojanovich reminded the committee about participation in the Mount Horeb Frolic parade on Sunday, June 14.
- Stojanovich is working on details for 2015 Wednesday Night Live concert schedule. If we can provide quality live programming (sufficient upload speeds), the goal will be to broadcast the concert series live.
- Future programming includes the possibility of a game show, cooking show, local GoPro videos, and live streaming of high school sports.
- The Committee discussed ideas for content generation, questioned what other stations do, best practices, etc.

### **COMMUNITY PROGRAMMING-UNDERWRITING UPDATE**

The Committee broadly discussed the program underwriting. Matching businesses with specific programming may prove most successful. As future programs are finalized, Stojanovich will review the possible business partners, Committee recommendations/connections, etc.

### **DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

- Cable Coordinator report.
- Community Programming-Underwriting Update.
- Long Term Planning discussion.

### **SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, July 14, 2015 at 6:00 p.m.

**ADJOURN:** Mertz moved and Shields seconded a motion to adjourn at 6:29 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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CABLE TV COMMITTEE  
Tuesday, July 14, 2015

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- 1) Call to order - Roll Call.
- 2) Consider June 9, 2015 minutes.**
- 3) Cable Coordinator report.
- 4) Community programming underwriting update.
- 5) Long term planning.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) Adjourn.**

**Bold items require a motion for a vote.**

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## **CABLETV COMMITTEE**

July 14, 2015

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 Geoff Shields, Adam Mertz, and Cable Coordinator Diane Stojanovich present. Rob Chappell and Dana Crary were absent. Guests attending included Blaine Bestul, Wisco Radio and Nic Owen, Village Administrator.

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Mertz moved and Shields seconded a motion to approve the June 9, 2015 meeting minutes as received. The motion was approved on a voice vote.

### **WISCO RADIO – UPDATE**

Amendment to the agenda to include an update on Wisco Radio. Blaine Bestul, owner of Wisco Radio attended the meeting and shared the following information:

- Blaine graduated from Mount Horeb High School and will be attending UW-Madison in fall 2015.
  - Brad Richardson will help continue operation of Wisco Radio.
  - Blaine will continue as business manager.
  - A new component of Wisco Radio is online video streaming. Blaine framed a possible opportunity with Trollway TV to record the events and stream via Wisco Radio.
  - Rights for the athletic events is through PlayOn Sports. The streaming service is free. There is no overarching contract for the video streaming. Revenue is generated as the video streaming is a subscription-based service for the athletic events.
  - Trollway TV would be able to record and post the games on the cable channel as in the past. The only difference is that live viewing of the games in real time would be fee-based.
  - Streaming service is free for all music or other community events.
  - Is there an opportunity for collaboration with Trollway TV? Trollway TV would take a lead in the production end of the video broadcast.
  - Possibility of collaborating with sponsors. Wisco Radio has an established core group of returning sponsors.
  - Re: coverage of football games. First game is Friday, August 21<sup>st</sup>. Ideally both home and away games would be videotaped.
  - Discussion re: staffing. Could Wisco Radio and Trollway TV share staffing, train volunteers?
  - Equipment used for the streaming is a dedicated Verizon router providing 20Mb both directions.
- Following discussion and time sensitivity of the fall athletic schedule, the Committee requested a detailed proposal for Blaine Bestul. In addition, the Committee scheduled a special meeting to be held Tuesday, July 28, 2015, to consider the proposal.

### **CABLE COORDINATOR REPORT**

Stojanovich shared cable operation and program updates as follows:

- Coverage of regular standing Village meetings.
- Community events coverage: Mount Horeb Frolic Parade, Legislative Forum, Mount Horeb Art Fair, Mount Horeb Farmer's Market, and Wednesday Night Live concerts.
- Use of GoPro for Frolic parade. That video is pending conversion.

- "Talk of the Trollway" (TOTT) is airing episode featuring Larry Welo, local print maker.
- Continued discussion re: new game show in fall 2015. Working with Bryan Brosamle, Cheryl, President of Sons of Norway, and Desiree, Mount Horeb Area Historical Society.
- Interest by Brynn Brujin in a cooking show. Discussion to follow in the fall.
- The cable operation is within budget.
- Stojanovich shared upcoming changes to the video on demand and streaming services provided by Leightronix. The changes may require equipment upgrades.

**COMMUNITY PROGRAMMING-UNDERWRITING UPDATE**

No update. With change to Wednesday Night Live, there is not an immediate need for underwriting. Given the discussion re: Wisco Radio we may revisit the underwriting framework.

**LONG TERM PLANNING UPDATE**

Stojanovich distributed copies of the most recent strategic plan and Trollway TV brand outline. Most recently we did the plan in 2012. It's time to revisit based on expanded capabilities and equipment. In addition, be cognizant of budget. Stojanovich reviewed objectives of the 2012 strategic plan. Shields moved and Mertz seconded a motion to review and update the strategic plan for 2016. The review will be added to the August meeting agenda.

Following discussion of the strategic plan, the Committee revisited the discussion re: Wisco Radio and time line for a decision.

**DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

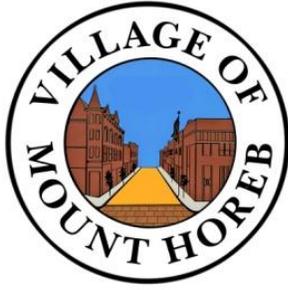
- Wisco Radio proposal.

**SCHEDULE NEXT MEETING DATE:**

A special meeting to discuss Wisco Radio proposal was scheduled for Tuesday, 28, 2015 at 6:00 p.m. The next regularly scheduled meeting was tentatively set for September 22, 2015, with no meeting being held in August.

**ADJOURN:** Mertz moved and Shields seconded a motion to adjourn at 6:59 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



# Village of Mount Horeb

138 E Main St

Mount Horeb, WI 53572

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

Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Website: [www.mounthorebwi.info](http://www.mounthorebwi.info)

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CABLE TV COMMITTEE

Tuesday, July 28, 2015

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 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 June 14, 2015 minutes.**
- 3) Consider Wisco Radio collaboration.**
- 4) Schedule next meeting.
- 5) 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**

July 28, 2015

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 Geoff Shields, Adam Mertz, and Cable Coordinator Diane Stojanovich present. Rob Chappell and Dana Crary were absent. Guest: Blaine Bestul, Wisco Radio.

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Mertz moved and Shields seconded a motion to approve the July 14, 2015 meeting minutes as received. The motion was approved on a voice vote.

### **CONSIDER WISCO RADIO COLLABORATION**

- Schilling shared the background information on Wisco Radio and staffing.
- **Summarized the discussion at the July 14, 2015 meeting regarding Wisco Radio's coverage, live streaming of high school prep sports.**
- Schilling initiated discussion regarding solicitation and use of commercials during the broadcast.
- Blaine Bestul, Wisco Radio, provided a synopsis of the discussion from the July 14, 2015 and outlined the framework of the collaboration-- service sharing, underwriting partnership, and staff sharing.
- The Committee discussed particulars of the proposal that included equipment, insertion of commercials, layovers, technical set-up, live broadcast vs. re-broadcast. Schilling and Bestul created a rough diagram of equipment set-up delineating Wisco Radio and Trollway TV.
- Discussion of identifying underwriters, outlining specifically the deliverables of the sponsorship. How many sponsors allowed per game?
- Discussion about how ads will be handled. Commercials are overlays, appear to subscribers, and would not appear when Trollway TV re-broadcasts. During commercial breaks, it would go to live video, no sound.
- Discussion about any potential for other prep sports—basketball, soccer, gymnastics, etc.
- Discussion of staffing needs, priorities, volume.
- Initially Trollway TV can commit to trying to make football coverage possible.
- If Wisco has employees that are interested in assisting with video capture and production, we can consider an in-service.

Schilling moved and Mertz seconded a motion to direct the Trollway TV Coordinator to move forward on partnership with Wisco Radio in terms of securing underwriters.

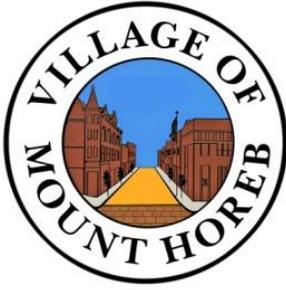
- Discussion on the motion included a qualifier that it is at Trollway TV Coordinator speed and discretion in terms of matching those sponsorships. Goal is that underwriters will allow Trollway TV to cover production costs. Wisco Radio shares the same goal. Motion carried.

### **SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting was tentatively set for September 22, 2015, with no meeting being held in August.

**ADJOURN:** Schilling moved and Mertz seconded a motion to adjourn at 7:06 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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CABLE TV COMMITTEE  
Tuesday, October 13, 2015

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 28, 2015 minutes.**
- 3) Cable Coordinator report.
- 4) Wisco Radio Collaboration - update.
- 5) Long term planning.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) 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 13, 2015

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 Adam Mertz, Dana Crary, and Cable Coordinator Diane Stojanovich present. Rob Chappell 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:** Mertz moved and Crary seconded a motion to approve the July 28, 2015 meeting minutes as received. The motion was approved on a voice vote.

### **CABLE COORDINATOR REPORT**

Stojanovich shared cable operation and program updates as follows:

- Coverage of regular standing Village meetings.
- Community events coverage: Mount Horeb Fall Fest, MHASD Football games.
- “Talk of the Trollway” (TOTT) is airing episode featuring Janelle Holstrom, soap maker.

### **WISCO RADIO COLLABORATION - UPDATE**

- Stojanovich provided an update on the Wisco Radio collaboration re: coverage of football games.
- Weather and staffing presented challenges in covering some of the home games.
- Stojanovich will work with Blaine Bestul to problem solve as needed for equipment and staffing.
- Given the short lead time and intention to have the football games serve as a pilot program, both Stojanovich and Bestul thought the collaboration was successful.
- Stojanovich and Bestul had a preliminary discussion regarding continuing the collaboration for basketball. Bestul will identify a skeletal plan for Wisco Radio basketball coverage.
- Implications of basketball coverage will be covered in greater detail in the Long term planning discussion.

### **LONG TERM PLANNING**

Committee members reviewed and briefly discussed the strategic planning and branding documents distributed with the agenda. In addition to a general update of the document, committee members shared the following suggestions in no particular order:

- Long range planning for sports coverage.
  - Consider hiring of additional staff 10 hr./wk. to be dedicated to sports coverage.
  - Identify sports schedule/coverage as early as possible.
- External Programming
  - Generate ideas to solicit content from community members.
  - Easy pathway to upload content
- Delivery
  - Digital for non-cable subscribers
  - Social media
  - Establish set schedule
  - Explore opportunity to display in cable channel program guide
- Awareness

- Utilize grassroots efforts, i.e. social media
- Production
  - Explore collaboration with entities and/or communities
  - Local school district(s)
- Facility/Equipment
  - Converting to HD
  - Ramifications of aging, obsolete equipment, domino effect with equipment upgrades.

Schilling requested that Committee members review the documents and provide feedback to Stojanovich. The Committee will continue the discussion at a future meeting.

**DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

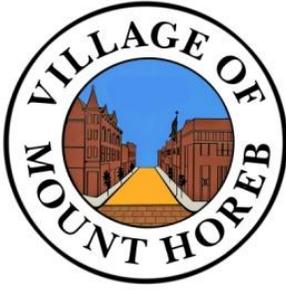
- Cable Coordinator report.
- Long Term Planning discussion.

**SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, November 10, 2015 at 6:00 p.m.

**ADJOURN:** Mertz moved and Crary seconded a motion to adjourn at 6:59 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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CABLE TV COMMITTEE  
Tuesday, November 10, 2015

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 13, 2015 minutes.**
- 3) Cable Coordinator report.
- 4) Long term planning.
- 5) Discuss agenda items for next meeting.
- 6) Schedule next meeting.
- 7) Adjourn.**

**Bold items require a motion for a vote.**

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## **CABLETV COMMITTEE**

November 10, 2015

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Board Room of the Mt. Horeb Municipal Building, 138 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 6:12 p.m. with members Adam Mertz, Geoff Shields and Cable Coordinator Diane Stojanovich present. Rob Chappell joined the meeting late. Dana Crary was absent.

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Mertz moved and Shields seconded a motion to approve the October 13, 2015 meeting minutes as received. The motion was approved on a voice vote.

### **CABLE COORDINATOR REPORT**

Stojanovich shared cable operation and program updates as follows:

- Coverage of regular standing Village meetings.
- The pilot coverage of the home football games was generally a positive. There were opportunities identified to work with other cable operations to receive video of away games or games that Trollway TV couldn't staff. **There will be a follow-up** meeting with Blaine and Wisco Radio.
- Pending discussion with Blaine, Wisco Radio, re: coverage of home varsity basketball games.
- Community events coverage: MHASD Football games, Mount Horeb Fall Fest. Upcoming: Civil War program at the library; Mount Horeb Hospitality Days.
- **"Talk of the Trollway"** (TOTT) episode featuring Janelle Holstrom, soap maker, will continue through mid-month. There will be a December and January episode.

### **LONG TERM PLANNING**

Committee members reviewed the strategic planning and branding documents distributed with the agenda. There was broad discussion related to purpose, mission, and goals of Trollway TV. How does Trollway TV enhance the community? What benefits does Trollway TV bring? With much of the infrastructure in place, is it time to focus on engagement and the value proposition of community television in Mount Horeb.

The Committee reviewed the existing Objectives and Strategies and noted the successful completion of the majority of the tactics outlined. Items from staffing, equipment, branding, etc. have been completed, are in progress, or are ongoing. Discussion specific to each Objective and Strategy and priority for 2016 included:

II. Create a comprehensive communication plan for Mt. Horeb Village Cable

C. Enhance awareness with the community

#### **Revisit what's been done in the past and explore new tactics**

Solicit submission of community contact. **What's the best vehicle to use? Keep it simple for the individual and Trollway TV staff.** Discussion of FTP, invite individuals to email a web link from shared service, i.e. Dropbox, where Trollway TV could download, etc.

The addition of a set program schedule late this year or early 2016 will also help raise awareness about the opportunity to submit original content

F. Utilize standard set of communication outlets (as appropriate)

Revisit use of social media

Utilize standard outlets that may reach others—**flier at Miller's, Mt. Horeb Mail, etc.**

G. Outreach to service clubs, organizations that are interested in working with Villagecable

Contact club sports to remind them that as staffing allows, we may cover their events. In addition invite their members to provide video

III. Develop and provide community-based programming for the Village of Mt. Horeb

B. Coverage of community events

Explore coverage of club sports (soccer, Gators). Solicit video from members within those clubs (see II.G. Outreach)

IV. Maintain and establish partnerships to enhance Villagecable operations

B. Mount Horeb Area School District

Revisit and/or explore new opportunities with School District staff to re-purpose video students may shoot for classes, etc.

Consider submission of video from parents for variety of musical recitals, band performances, etc.

Continue partnership with Wisco Radio or other entity for coverage of high school sports.

They recommended the next step to update the existing document to reflect the current state of tactics and priorities, providing a framework for 2016. Stojanovich will update and provide a draft plan in advance of the December meeting for Committee members to review and come prepared to discuss at the December meeting.

**DISCUSS AGENDA ITEMS FOR NEXT MEETING:**

- Cable Coordinator report.
- Long Term Planning discussion.

**SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be Tuesday, December 8, 2015 at 6:00 p.m.

**ADJOURN:** Mertz moved and Shields seconded a motion to adjourn at 6:46 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator