

## **Trollway TV COMMITTEE**

January 17, 2017

The Trollway 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 6:00 p.m. with members, Rob Chappell, Dana Crary, and Communications Coordinator Diane Stojanovich present. Adam Mertz 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 Crary seconded a motion to approve the December 6, 2016 meeting minutes as received. The motion was approved on a voice vote.

### **COMMUNICATIONS COORDINATOR REPORT**

Stojanovich shared Trollway TV operation and program updates as follows:

- Coverage of regular standing Village meetings.
- Coverage of community events included Village Tree lighting, Cave of the Mounds program. Upcoming will be the Scandihoovian Festival.
- Met with Wisco Radio to discuss MHASD sports coverage. Wisco

### **VIDEO 101 WORKSHOP PLANNING**

The Committee discussed the Trollway TV Showcase program scheduled for Thurs., Feb. 23, 2017 at 6:30 p.m. at the Mt. Horeb Public Library. The goal of the program is to engage with the public to encourage submission of existing content, or to generate new content for the channel. Mark Schilling will lead the workshop. Items to cover include introduction of the committee members and Trollway TV staff, identify existing Trollway TV content (municipal meetings, community events, sports), identify best practices, illustrate through video examples, role of a video producer (create the story, flow), submission guidelines (file format, length, etc.), types of content (recreational, community events) encourage citizen participation to become "part of the community." Stojanovich will draft and forward agenda to the Committee prior to the workshop. Attendees will be asked to pre-register and submit video content in advance.

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

- Cable Coordinator report.
- Preparation for Trollway TV Showcase program.

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

The next regularly scheduled meeting will be Thursday, February 23, 2017 at 6:00 p.m. The meeting will be held at the Mt. Horeb Library.

**ADJOURN:** Crary moved and Chappell seconded a motion to adjourn at 6:21 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator