

## **Trollway TV COMMITTEE**

March 7, 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 6:05 p.m. with members, Rob Chappell, Geoff Shields, Dana Crary, and Communications Coordinator Diane Stojanovich present. Adam Mertz 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 Crary seconded a motion to approve the January 17, 2017 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 Scandihoovian Festival. Upcoming coverage of non-partisan election-based forums, Mt. Horeb Area Economic Development Council presentation on Mt. Horeb workforce needs.
- Continue to connect with MHASD staff re: interested students, shared programs, etc.

### **TROLLWAY TV SHOWCASE**

The Committee discussed the cancellation of the Trollway TV Showcase program due to lack of registrants. Given the variety of things that Trollway TV has tried to engage with the public, members discussed the return to the basic mission of the public access station—to cover government meetings and continuing to cover community programs, sporting events as staffing and schedule allows. With the increase in online channels, web platforms, competition, ability to shoot video in a variety of ways and number of devices, the demand for individuals to shoot and submit to a community public access television station may not be what the committee perceived. Committee discussed the possibility of doing a survey to assess what the community is looking for. Stojanovich will also contact leadership of local organizations to raise awareness about the opportunities that exist through Trollway TV. For example, Melissa T., Mt. Horeb Chamber of Commerce, Mount Horeb Area Economic Development Council, and service organizations, i.e. Rotary, Optimists, etc. Another opportunity that may exist is live or re-broadcast of local church services. It could provide a service to those who are unable to physically attend. Schilling will work with Brian Hugill, part-time staff, in the coming weeks to do a test at his church. In addition, would need to determine if the church(es) have any equipment or infrastructure in place.

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

- Cable Coordinator report.

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

The next regularly scheduled meeting will be Tuesday, May 9, 2017 at 6:00 p.m.

**ADJOURN:** Crary moved and Shields seconded a motion to adjourn at 6:27 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator