



# 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)

---

CABLE TV COMMITTEE  
Tuesday, January 8, 2013

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

- 1) Call to order - Roll Call.
- 2) Consider November 13, 2012 minutes.
- 3) Cable Coordinator report.
- 4) Capital and operating budget update.
- 5) Spring 2013 Open House.
- 6) Programming update.
- 7) Strategic plan update.
- 8) Cable fees.
- 9) Agenda items for next meeting.
- 10) Adjourn.

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

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

## **CABLETV COMMITTEE**

January 8, 2013

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

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Gray moved and Schilling seconded a motion to approve the November 13, 2012 meeting minutes as received. The motion was approved on a voice vote.

### **CABLE COORDINATOR REPORT:**

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

Members discussed community programming ideas, including a request by Evangelical Lutheran Church of Mt. Horeb, 315 E. Main Street, to air their Sunday church service on Villagecable. This discussion led to a broader conversation regarding licensing rights and responsibilities for copyright material such as music, theatrical works, etc. If copyright material is being used, the onus may be on Villagecable to assure the license requirements have been met. Stojanovich will follow-up with the Wisconsin Community Media group to learn if other cable operations in the State have any experience with this type of programming. In addition, Stojanovich will explore information from ASCAP/BMI licensing.

### **CAPITAL AND OPERATING BUDGET UPDATE:**

Stojanovich distributed and reviewed the 2012 year-end cable operation budget:

2012 Budget: \$48,958.00

2012 Year-To-Date (12/31/12): \$35,511.20

Percent of Budget: 72.53%

Stojanovich noted while it was dated December 31, 2012, there were a few items that were not yet reflected that will come out of the 2012 budget including staff payroll for the final pay period, sub-contractor invoice, and additional minor equipment that was purchased in late December. Based on the 2012 year-to-date amount, the Committee thought the 2013 budget of \$41,060.00 should be fairly accurate.

Stojanovich distributed and reviewed the cable operation budget summary document reflecting total budget for years 2009-2013. Stojanovich offered to provide additional

detail on the five-year capital equipment budget that was discussed and distributed following the November 13, 2012 CableTV Committee meeting. The Committee had no additional questions.

**SPRING OPEN HOUSE:**

The Committee discussed the following ideas regarding hosting an open house for the cable operation:

- Hold some time in spring.
- Promote via Mt. Horeb Mail, website, Chamber of Commerce, and community businesses.
- Wait until the video-on-demand service is up and running.
- Invite community members to see the cable operation, control room, highlight programming, and provide information on how the community can assist with generating local programming.
- Consider a Saturday morning. See if there is another community event that we could dovetail or hold in conjunction with. If there is an event that already has people downtown, that may be the best day/time to hold the open house.
- Provide refreshments, snacks.
- Make it fun, offer something for everyone, including kids.
- Work with Bart at the MH High School to involve high school students. Field trip, provide credit for attending, other ideas.
- If possible, do a live broadcast for a portion of the event.

**PROGRAMMING UPDATE:**

Stojanovich reviewed the program coverage from **the Coordinator’s Report** and community and sports coverage goals. In the coming months, Stojanovich will meet with Gary Schuetz, Mt. Horeb Mail editor, to discuss the talk show/interview program.

**STRATEGIC PLAN UPDATE:**

Discussion of this item was postponed until the next meeting.

**CABLE FEES:**

Discussion of this item was postponed until the next meeting.

**AGENDA ITEMS FOR NEXT MEETING:**

- Spring 2013 open house.
- Capital and operating budget update.
- Coordinators report.
- Programming update.
- Strategic plan update.
- Cable fees.
- Policy revisions – status.

**SET NEXT MEETING DATE:**

The next regularly scheduled meeting will be February 12, 2013 at 5:30 p.m.

**ADJOURN:** Schilling moved and Gray seconded a motion to adjourn at 6:15 p.m.  
Motion carried.

Minutes submitted by Diane Stojanovich, Cable 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)

---

## CABLE TV COMMITTEE

Tuesday, February 12, 2013

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

- 1) Call to order - Roll Call.
- 2) Consider January 8, 2013 minutes.
- 3) Cable Coordinator report.
- 4) Capital and operating budget update.
- 5) Spring 2013 Open House update.
- 6) Programming update.
- 7) Strategic plan update.
- 8) Cable fees.
- 9) Policy revisions – status.
- 10) Agenda items for next meeting.
- 11) Adjourn.

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

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

## **CABLETV COMMITTEE**

February 12, 2013

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

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Schilling moved and Sopcak seconded a motion to approve the January 8, 2013 meeting minutes as received. The motion was approved on a voice vote.

### **CABLE COORDINATOR REPORT:**

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

Members discussed the Mt. Horeb talk show concept and the opportunity the program could provide for visibility of municipal staff and elected officials. Stojanovich noted she had a preliminary conversation with Gary Schuetz regarding serving as the interviewer. Stojanovich requested input on the framework of the show and Committee input included:

- Interviews of Village president and administrator to highlight Village goals for the coming year were suggested. For instance, What can we expect in regard to the library, pool, streets, etc.
- Current municipal issues, programs, i.e. the new garbage/recycling program.
- Know your Village employees could be pre-recorded segments similar to public service announcements. The addition of software allows staff to edit video.
- Stojanovich will follow-up with Schuetz regarding schedule. Brosamle has offered training and tips.
- Other program discussion included a continued follow-up with ELC Church regarding their broadcast interest; What is the possibility of utilizing the video captured from cameras placed around the Village (skate park, front of Chamber office, etc.)?, and final steps for video-on-demand programming from the web.

Also noted from the report was interest from a Madison College student in a video internship. Stojanovich will meet with the student later in the week.

### **CAPITAL AND OPERATING BUDGET UPDATE:**

Stojanovich distributed and reviewed the 2012 year-end cable operation budget:

2012 Budget: \$48,958.00

2012 Final (12/31/12): \$37,760.12

Percent of Budget: 79.17%

Stojanovich noted that capital equipment fell within the budgeted goal and staffing was under budget. The Committee was pleased with the results gained, efforts to remain within budget, and expressed satisfaction regarding the overall operation. Thus far in 2013 there have been minimal expenditures.

## **SPRING OPEN HOUSE:**

The Committee is anxious to finalize plans for a spring open house. In addition to the items discussed at the January CableTV Committee meeting, the Committee recommended having preliminary information as noted below available for the open house.

- Community content

Do we accept? If yes, which formats work in the system?

How can they can provide the media? How do you return the media? Can the drop off in main office?

Can we provide an FTP site for upload?

Finished products vs. requiring editing.

Stojanovich will check with other community cable stations to see how they handle content. Do they charge a fee? The criteria/guidelines should be simple for the community and cost-effective for the cable operation. Workshop could be hosted in the future that provided broad scale basics of editing. Schilling is willing to assist.

- Other topics raised regarding the open house was a renaming and rebranding of the cable operation. Names such as Mt. Horeb Media and Troll TV were a couple of suggestions. Stojanovich will provide some ideas for a future meeting.

## **PROGRAMMING UPDATE:**

Stojanovich reviewed the program coverage from the Coordinator's Report and community and sports coverage goals.

## **STRATEGIC PLAN UPDATE:**

Discussion of this item was postponed until the next meeting.

## **CABLE FEES:**

Discussion of this item was postponed until the next meeting.

## **POLICY REVISIONS - STATUS:**

Discussion of this item was postponed until the next meeting.

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

Spring 2013 open house.

Capital and operating budget update.

Coordinators report.

Programming update.

Strategic plan update.

Cable fees.

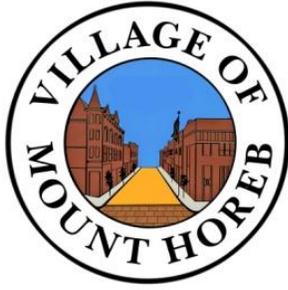
Policy revisions – status.

## **SET NEXT MEETING DATE:**

The next regularly scheduled meeting will be March 12, 2013 at 5:30 p.m.

**ADJOURN:** Sopcak moved and Schilling seconded a motion to adjourn at 6:15 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable 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)

---

CABLE TV COMMITTEE  
Tuesday, March 12, 2013

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

- 1) Call to order - Roll Call.
- 2) Consider February 12, 2013 minutes.
- 3) Cable Coordinator report.
- 4) Capital and operating budget update.
- 5) 2013 Open House update.
- 6) Programming update.
- 7) Strategic plan update.
- 8) Cable fees.
- 9) Policy revisions – status.
- 10) Agenda items for next meeting.
- 11) Adjourn.

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

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

## **CABLETV COMMITTEE**

March 12, 2013

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Welcome Center, 300 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:35 p.m. with members Steve Sopcak, Ted Gray, and Cable Coordinator Diane Stojanovich present. Cyril Rach and Mark Schilling were absent.

### **CALL TO ORDER – ROLL CALL:**

Following the call to order at 5:35 p.m. Stojanovich did roll call, and a quorum was present.

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

### **CABLE COORDINATOR REPORT:**

Stojanovich distributed and reviewed the report inclusive of projects (completed and pending), programming (completed and future), answered questions and noted the following:

- Stojanovich introduced Madison College student intern Matthew Keister to the Committee. Keister will assist through May 2013 to fulfill course requirements.
- Coverage of the upcoming Dane County Circuit judge candidate forum.

### **CAPITAL AND OPERATING BUDGET UPDATE:**

Stojanovich distributed and reviewed the current month ending budget statement. The Department continues to operate within budget.

### **SPRING OPEN HOUSE:**

The Committee discussed the following ideas for the spring open house:

- Tentative Date: Saturday, April 27, 2013 from 10:00 a.m. – Noon
- Serve refreshments. Consider using sandwich boards outside main entrance of municipal building to highlight the event.
- Create simple flier that highlights the channels, lists sample content, raise awareness about possible ideas (cultural, popular, informative programs, i.e. cooking show), and engage attendees to inform cable operation of community content.
- Consider workshop on video tips. Mark Schilling to possibly plan and lead this effort.
- If possible have a live feed to the big screen in the large conference room.
- As many committee members as can be there should assist
- Alternate or rain date: Saturday, May 4, 2013.

### **PROGRAMMING UPDATE:**

Stojanovich reviewed the program coverage from the Coordinator's Report as follows:

- Video on demand should be up and running before April meeting.
- Next steps for interview type program is meeting with Stojanovich, Brosamle, and Gary Scheutz.
- Possible idea for the interview show is introducing and interviewing Village Department Heads. They can talk about their respective area and highlight major projects for this year.
- Continue to think about local program opportunities, but be cognizant of public interest vs. commercial enterprises.

### **STRATEGIC PLAN UPDATE:**

Sopcak initiated a discussion on whether the Villagecable strategic plan incorporated disaster recovery. There was further discussion about maintaining a certain level of technology while moving to new technology. Stojanovich noted that Don Hugill, sub-contract engineer, has created documentation for all upgrades including schematic charts of equipment and workflow.

### **CABLE FEES:**

Sopcak presented information from research he completed on editing fees, as follows:  
Editing: flat, hourly rate (\$23).

The Committee discussed the simple software and equipment that now exists. For example, the FlipCam is reasonably easy to use, low-end, but can produce fairly high quality video. The consensus of the Committee was the need to establish criteria for community content before accepting content. Criteria may include:

- bullet points/tips about videotaping
- what content is accepted/not accepted
- technical requirements

Once the criteria is finalized the Committee agreed that the following fee structure would be appropriate:

- Video editing fee: \$25/hour
- Copy of media (flashdrive): \$20

### **POLICY REVISIONS - STATUS:**

The Committee discussed the need to review and revise the cable ordinance and cable policies. The ordinance is outdated. Dave Ross, Village Administrator, will attend a future meeting and present his recommendations. In advance of that the Committee agreed it would be a good idea to review the existing documents. Brosamle will forward the Cable TV Policy document prior to the April meeting. The Cable TV ordinance is available on the village website at [www.mounthorebwi.info](http://www.mounthorebwi.info). The ordinances are found under the "Your Government" tab, and are in Chapter 22 of the code.

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

Coordinators report.  
Spring 2013 open house.  
Programming update.

### **SET NEXT MEETING DATE:**

The next regularly scheduled meeting will be April 9, 2013 at 5:30 p.m.

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

Minutes submitted by Diane Stojanovich, Cable 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)

---

REVISED  
CABLE TV COMMITTEE  
Tuesday, May 14, 2013

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

- 1) Call to order - Roll Call.
- 2) Introductions
- 3) Election of Committee Chairman
- 4) Orientation of new members.
- 5) Consider March 12, 2013 minutes.
- 6) Cable Coordinator report.
- 7) Programming update.
- 8) Agenda items for next meeting.
- 9) Adjourn.

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

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

## **CABLETV COMMITTEE**

May 14, 2013

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Welcome Center, 300 E. Main Street, Mount Horeb, WI. Chair Bryan Brosamle called the meeting to order at 5:32 p.m. with members Mark Schilling, Steve Sopcak, Geoff Shields, Rob Chappell, Ted Gray, and Cable Coordinator Diane Stojanovich present.

### **CALL TO ORDER – ROLL CALL:**

Following the call to order at 5:32 p.m. Stojanovich did roll call, and a quorum was present.

### **INTRODUCTIONS:**

Brosamle welcomed new members. Each member provided a brief summary of their career, interest, and skillset for service on the CableTV Committee as follows:

Geoff Shields, moved to Mt. Horeb within the last few years. He is active in the community through events, VFW, and high school activities with his children. He currently serves as Operations Manager at WMTV-Channel 15, NBC affiliate in the Madison market.

Stephen Sopcak has served on the CableTV Committee since 2007. He lives in Mt. Horeb and works at Great Lakes Higher Education. He is interested in information technology efforts for the cable operation and has provided input on this and other areas.

Mark Schilling moved to Mt. Horeb in 2006. He has worked in television since the **early 90's beginning** with a cable access station in Iowa. That was a great experience and is glad to be able to tap into that through work with the Mt. Horeb cable operation. Schilling works at WMTV-Channel 15, NBC affiliate in the Madison market.

Ted Gray has worked in television for nearly 30 years, including cable operations. He has lived in Mt. Horeb since 1994 and has been employed with WMTV-Channel 15, NBC affiliate in the Madison market, for 24 years.

Bryan Brosamle, current CableTV committee chair has served on the Committee for 15 yrs. His career in television was primarily at WMTV-Channel 15, NBC affiliate in the Madison market. His role was in news in the **60-70's, eventually serving as news director in the 80's. Following that, he took a position** with Madison Gas & Electric and spent 20 years there prior to retirement. He moved to Mt. Horeb in 1975-76.

Robert Chappell is a Mt. Horeb high school graduate and currently serves as Director of Strategic Communication for Overture Center for the Arts in Madison.

Diane Stojanovich, cable coordinator, has served in the role since May 2011. Her background is broadcast journalism and a range of communications positions. She holds **a Master's of Business Administration** and works full-time as Director of Communications for the UW-Madison School of Pharmacy. She has lived in Mt. Horeb since 1989. Stojanovich also introduced cable operations staff Chad Reuter. During the spring semester Stojanovich worked with Madison College for an intern. By the end of May there will be an additional part-time cable operations staff. Sub-contract staff includes

Don Hugill, who was an integral part of the cable operation upgrades since 2011.

Brosamle noted a good mix of Committee members bringing experience including engineering, public relations, field production, and Information Technology.

### **ELECTION OF COMMITTEE CHAIRMAN**

Brosamle requested nominations for Committee Chairman. Prior to accepting nominations he reviewed the history, process, and role as follows:

- CableTV Committee Chairman conducts the CableTV Committee meetings including planning ahead with agenda items, and working with staff. Only items listed on the agenda can be acted on at any given meeting. The CableTV Committee meetings are subject to open records law. The agenda has to be posted a minimum of 24 hours in advance.
- Chair needs to stay-on-top of Village and cable operation topics. Their role is to keep Village President, Administrator, and Board members apprised of any issues coming before the committee. It may require committee meeting appearance(s) at budget time and/or a Village Board meeting. Chair should anticipate information relevant to the Village Board as the Committee serves at the pleasure of the Village Board.
- Village Board has taken a lot of interest in what happened the past two years, i.e. equipment purchase, how we cover things, technical aspects, camera angles. For example, the Chair and Communications Coordinator served as liaisons with Village Administrator and President on remodeling of conference room.
- Chair keeps the group organized. Reminders to members. If you can't come, Chair requests notification in advance of the meeting.

Brosamle opened the election process for nominations. Rob Chappell moved and Geoff Shields seconded a motion to nominate Mark Schilling as CableTV Committee Chair. Nominations closed. Discussion: Schilling offered his background with public access, noting this station has primarily focused on government. His goal is to attract viewers and enhance programming. The motion was approved on a voice vote. Brosamle offered congratulations then deferred the remainder of the meeting agenda to Schilling.

### **ORIENTATION OF NEW MEMBERS**

Schilling yielded this item to Sopcak and requested that given his longevity with the Committee he share cable dept. background. Sopcak provided the following summary:

- Communications person left so it provided an opportunity to review the operation. Since Stojanovich was hired there has been much progress on streamlining the operation and processes, enhanced equipment, and overall improvements.
- A goal has been to obtain outside content and bring it in. We are now in a good spot to move forward with this. Encourage community content, show ideas (cooking, etc.)
- Analog to digital world.
- Programming has been primarily coverage of government meetings. Budget and staff are able to go beyond the govt. meetings and have covered community and sporting events.
- Engineering work has been handled by Don Hugill, sub-contractor. He has created a flow-chart of

the equipment and processes of the operation.

**MINUTES:** Sopcak moved and Gray seconded a motion to approve the March 13, 2013 meeting minutes as received. The motion was approved on a voice vote.

**CABLE COORDINATOR REPORT:**

Stojanovich distributed and reviewed the report inclusive of projects (completed and pending), programming (completed and future), answered questions and noted the following:

- The interview process for part-time cable operator position is nearly complete and by the end of the month we would likely have an additional staff member.
- The Wisconsin Community Media conference in April was valuable to attend. It allowed her to connect with colleagues from other cable operations.
- The work with a Madison College student intern was successful and she will pursue another intern for fall semester.

**PROGRAMMING UPDATE:**

Stojanovich reviewed the program coverage **from the Coordinator's Report. In addition, there was discussion regarding:**

- Possible partnership with other area cable operations for "LiveU," a video-over-cellular solution that allows live video transmission (HD/SD) from any location. How this compares to the Leightronix "Near2Live" system. **The use of 4G for either of the service options.**

- Broad discussion regarding idea for Mt. Horeb Museum show.

Schilling encouraged members to think about people, topics that may be worthy of community television. In addition, to talk with people for ideas.

**AGENDA ITEMS FOR NEXT MEETING:**

**Coordinator's Report**

Guidelines for community content. (File type, etc.)

Operational statistics for current programming, i.e. How much programming?, Discrepancy report.

Budget Review. (Clarification that there is no connection between franchise fees to cable budget.

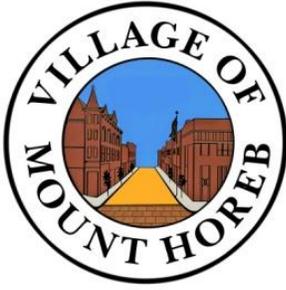
Franchise fees go into general fund.)

**SET NEXT MEETING DATE:**

The next regularly scheduled meeting will be June 4, 2013 at 5:30 p.m. If that date is not available, the back-up date would be June 18.

**ADJOURN:** Sopcak moved and Gray seconded a motion to adjourn at 6:38 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable 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)

---

## CABLE TV COMMITTEE

Tuesday, June 4, 2013

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

- 1) Call to order - Roll Call.
- 2) **Consider May 14, 2013 minutes**
- 3) Cable Coordinator report/Programming update.
- 4) **Adopt policy revisions (re: public submissions)**
- 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.

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**

June 4, 2013

The Cable TV Committee of the Village of Mount Horeb met on the above date in the Conference Room of the Mt. Horeb Welcome Center, 300 E. Main Street, Mount Horeb, WI. Chair Mark Schilling called the meeting to order at 5:45 p.m. with members Geoff Shields, Rob Chappell, and Cable Coordinator Diane Stojanovich present. Absent: Steve Sopcak and Ted Gray.

### **CALL TO ORDER – ROLL CALL:**

Following the call to order at 5:45 p.m. Stojanovich did roll call, and a quorum was present.

**MINUTES:** Shields moved and Chappell seconded a motion to approve the May 14, 2013 meeting minutes as received. The motion was approved on a voice vote.

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

Stojanovich distributed and reviewed the report inclusive of projects (completed and pending), programming (completed and future), answered questions and noted the following:

- Discussed highlights since the last meeting.
- Members discussed ideas for coverage of community and school events. Related to school events, members discussed sports coverage and possible future opportunities. In addition to covering the football game, the high school marching band could be of interest as well.

### **Adopt policy revisions (re: public submissions)**

Committee members discussed the desire to increase awareness about the operation and obtain content from members of the community. They reviewed current policy, mission, and role of the cable operation as it pertains to community content, including the guidelines created for the Villagecable open house in May:

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.

Services:

- Camera check-out
- Video editing fee: \$25/hour (future service)
- Copy of media (flashdrive): \$20
- Videography workshops (future service)

Consensus of members was the initial guidelines are very broad (local culture, entertainment, or informative content) and see a future need for more definitive descriptions of acceptable content. It was also noted that most current production software offers an export in the MPEG2 file format. Chappell moved and Shields seconded a motion to accept the initial guidelines.

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

- Revisit policy revisions to broaden/narrow parameters.
- Near2Live update

- Public outreach and raising awareness
- Strategic Planning

**SET NEXT MEETING DATE:**

The next regularly scheduled meeting will be September 10, 2013 at 6:00 p.m.

**ADJOURN:** Shields moved and Chappell seconded a motion to adjourn at 6:18 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable 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)

---

CABLE TV COMMITTEE  
Tuesday, October 8, 2013

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 4, 2013 minutes**
- 3) Cable Coordinator report/Programming update.
- 4) Revisit policy revisions to broaden/narrow parameters.
- 5) Near2Live update
- 6) Public outreach and raising awareness
- 7) Strategic Planning
- 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.

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**

October 8, 2013

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 6:00 p.m. with members Geoff Shields, Rob Chappell, Steve Sopcak and Ted Gray, and Cable Coordinator Diane Stojanovich present.

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Shields moved and Gray seconded a motion to approve the June 4, 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 special events, such as summer Frolic, Wednesday Night Live concerts, and sports.
- Creation of Village Report, a new program that is hosted by Gary Schuetz and recorded immediately following the monthly Village Board meetings.
- **“Talk of the Trollway” pilot program. Bryan Brosamle and Gary Schuetz**

Staffing:

The operation hired two part-time operators in June. As of this meeting one of those staff members had resigned to pursue additional education and the other staff member may be leaving in early fall.

Budget:

Stojanovich reviewed the budget memo from Dave Ross reflecting future budget cuts that will impact 2014-2016.

- Members discussed a variety of topics including: coverage of Wednesday Night Live concerts, schedule frequency, content criteria and pricing, staffing.

### **Near2Live UPDATE**

Stojanovich reviewed the preliminary effort by sub-contract engineer to determine sight lines from municipal building to other points in Mt. Horeb including, Fire Station, Grundahl Park, and the library. With limited options for sight lines, the Committee suggested the possibility of utilizing the water tower. The Near2Live project is on hold pending the staffing issues.

### **REVISIT POLICY REVISIONS TO BROADEN/NARROW PARAMETERS**

Committee members reviewed the CableTV policy. The policy has not yet been updated. Sopcak questioned a portion of the policy that outlines content, criteria, and accountability/responsibility of the Mt. Horeb Village Cable staff. Consensus of the group as that clarity of the guidelines would be helpful. Stojanovich will follow-up with Ross on the status of his review/update of the cable TV policy then follow-up with Committee members to allow them to provide feedback/input for the document.

### **PUBLIC OUTREACH AND RAISING AWARENESS**

The existing outreach and awareness has come as a result of the visibility of the cable operation

covering community events, meetings, etc. Additional publicity can come through 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. A suggestion was to follow-up with Matt Geiger, editor of Mt. Horeb Mail, regarding highlighting the station, history, evolution, etc. Another area of raising awareness is creation of a logo, and incorporating the brand through signage, clothing, etc. for the cable operation. The goal was creation of a logo in fall of 2014. Other avenues to raise awareness include web site. The video on demand logo, also Bryan Brosamle was interested in creating a Facebook page for Talk of Trollway.

### **STRATEGIC PLANNING**

Stojanovich gave a brief overview of the existing strategic plan. Members offered the following feedback:

- Consider changing the target audience to be more specific
- Objectives/Strategies: 1.A. Hiring/Retention of Villagecable staff
- Add budget item for ongoing software/hardware/equipment needs

Committee members will review and provide additional feedback to Stojanovich. Discussion of the plan will be added to a future meeting agenda.

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

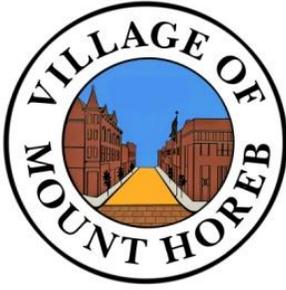
Schilling requested that members forward any agenda items for the next meeting to him.

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

The next regularly scheduled meeting will be November 12, 2013 at 6:00 p.m.

**ADJOURN:** Sopcak moved and Chappell seconded a motion to adjourn at 6:53 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Cable 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)

---

CABLE TV COMMITTEE  
Tuesday, November 12, 2013

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 8, 2013 minutes.**
- 3) Cable Coordinator report/Programming update.
- 4) **Approve Village Cable Channel policy.**
- 5) Consider flyer/pamphlet encouraging content submissions.
- 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**

November 12, 2013

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 6:00 p.m. with members Geoff Shields, Rob Chappell, Ted Gray, and Cable Coordinator Diane Stojanovich present. Steve Sopcak was absent.

### **CALL TO ORDER – ROLL CALL:**

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

**MINUTES:** Shields moved and Gray seconded a motion to approve the October 8, 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 the Veterans Day program was covered by high school students. Bart Leibfried, MHASD technology education teacher, will share a copy of the video.
- Work on **"Talk of the Trollway" pilot program** continues with community volunteers Bryan Brosamle and Gary Schuetz.

Staffing:

Stojanovich is in the process of interviewing applicants for the part-time cable operator position with anticipation that the position will be filled by the end of November. Members discussed the difficulty in retaining staff and use of volunteers.

Budget:

Stojanovich noted the CableTV operation continues to be within budget.

**APPROVE VILLAGE CABLE CHANNEL POLICY.** Per discussion at the October meeting, Stojanovich follow-up with Dave Ross, Village Administrator, on the status of his review/update of the cable TV policy. Ross clarified that the policies he was focusing on were the general Village policies. He further noted that each department still internal policies-- which cannot reduce any restrictions placed on employees in the Village policy manual. The cable department can write internal policies/procedures that would be reviewed and approved by the CableTV Committee and Village Administration, then officially adopted. Members discussed the need to review and update the **existing policy to reflect current operation (no longer "Cable 12"), address content guidelines,** advertising, etc. Members will review the existing document and it will be discussed at a future meeting.

### **CONSIDER FLYER/PAMPHLET ENCOURAGING CONTENT SUBMISSIONS**

Members discussed the 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. Chappell offered to prepare a script for the

creation of a public service announcement highlighting the opportunity for community members to submit content. Chappell will provide a draft at the December 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 December meeting include:

- Cable Coordinator report/Programming update.
- Consider flyer/pamphlet
- Revisit Village Cable Channel policy.

**SCHEDULE NEXT MEETING DATE:**

The next regularly scheduled meeting will be December 10, 2013 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