

CABLETV COMMITTEE

January 12, 2016

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 6:07 p.m. with members Geoff Shields, Dana Crary, Rob Chappell, and Cable 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 Chappell seconded a motion to approve the November 10, 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.
- 2015 budget is in good standing.
- Leightronix has upgraded their video-on-demand service with a live streaming option. I am renewing video-on-demand and have requested information, cost estimate on live streaming. Need to work with an external vendor on the purchase of the live streaming service and equipment. Stojanovich requested consensus of CableTV Committee to proceed with pursuing the live streaming. If dollars are outside the current budget, Stojanovich could request budget adjustment from Village Board. The Committee discussed the options for video on demand and live streaming, cost, etc. and recommended Stojanovich move forward in obtaining additional information.
- Community events coverage: Holiday Bizaare weekend, Christmas Tree Lighting.
- **"Talk of the Trollway"** (TOTT) meeting with Bryan Brosamle and Gary Schuetz to discuss 2016 programming.

LONG TERM PLANNING

The Committee reviewed the 2016 Trollway TV Strategic Plan. The document reflects feedback received from members earlier in the fall. The document is a road map. A variety of short term ideas, i.e. PSAs, "Mount Horeb Minute," Village departmental minutes, etc. Chappell moved and Shields seconded a motion to approve the 2016 Trollway TV strategic plan as received.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report.
- Live Streaming Update.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, February 9, 2016 at 6:00 p.m.

ADJOURN: Shields moved and Crary seconded a motion to adjourn at 6:26 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator

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- 2015 budget is in good standing.
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- Community events coverage: Holiday Bizaare weekend, Christmas Tree Lighting.
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LONG TERM PLANNING

The Committee reviewed the 2016 Trollway TV Strategic Plan. The document reflects feedback received from members earlier in the fall. The document is a road map. A variety of short term ideas, i.e. PSAs, **“Mount Horeb Minute,” Village departmental minutes, etc.** Chappell moved and Shields seconded a motion to approve the 2016 Trollway TV strategic plan as received.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

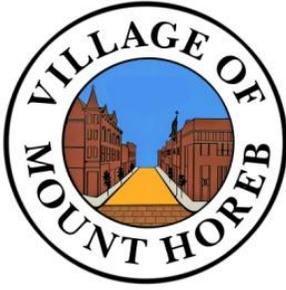
- Cable Coordinator report.
- Live Streaming Update.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, February 9, 2016 at 6:00 p.m.

ADJOURN: Shields moved and Crary seconded a motion to adjourn at 6:26 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



Village of Mount Horeb

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Phone (608) 437-6884/Fax (608) 437-3190
Email: mhinfo@mounthorebwi.info Website: www.mounthorebwi.info

CABLE TV COMMITTEE
Tuesday, February 9, 2016

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 12, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Live streaming update.
- 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

February 9, 2016

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 6:05 p.m. with members Geoff Shields, Dana Crary, Rob Chappell, Adam Mertz, 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: Chappell moved and Shields seconded a motion to approve the January 12, 2016 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.
- Shared information regarding Leightronix live streaming option. Budget permitting, Stojanovich will move forward with the purchase of live streaming service.
- I am renewing video-on-demand and have requested information, cost estimate on live streaming. Need to work with an external vendor on the purchase of the live streaming equipment and subscription service.
- Community events coverage: **Boy's basketball, girl's gymnastics.**

LIVE STREAMING UPDATE

Per mention in Cable Coordinator report, Stojanovich will move forward with purchase of equipment and initiation of live streaming service.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

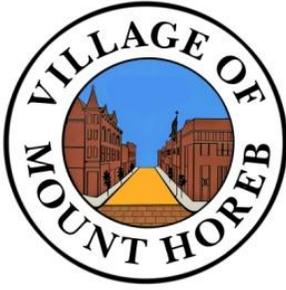
- Cable Coordinator report.
- Cable Operation Policy – informational
- Cable Franchise Fees – informational

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, March 8, 2016 at 6:00 p.m.

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

Minutes submitted by Diane Stojanovich, Communications Coordinator



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CABLE TV COMMITTEE

Tuesday, April 12, 2016

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 9, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Live streaming 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

April 12, 2016

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

CALL TO ORDER – ROLL CALL:

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

MINUTES: Shields moved and Mertz seconded a motion to approve the February 9, 2016 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.
- Live streaming update provided.
- Cable Franchise fee information was requested from Nic Owen, Village Administrator. Nic **didn't find a policy, but provided the following historical information:**

In 2015 a special revenue account was created for the Cable TV. In this year's budget notes it designates that 65% of the cable franchise fees will go the Cable TV budget. For the years prior to that the franchise fees went into the general fund and it did not designate a specific amount or percentage that went towards the Cable TV operations. The percentage was determined by dividing the expenditures by the total franchise fee revenue.

For 2010 the Cable TV expenses were only 33% of the franchise fee amount. In 2011 the percentage rose to around 50% and it rose slightly each year to the current 65% beginning in 2015.

- Cable Operation policy. Stojanovich requested the current policy and will share at a future meeting.
- Upcoming meeting planned with Wisco Radio regarding spring and summer events.
- Calendar planning re: coverage of future community events.

LIVE STREAMING UPDATE

Leightronix Live Streaming equipment and subscription have been purchased. Installation and set-up is being coordinated via the sub-contract engineer. Hope to have it up and running soon.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

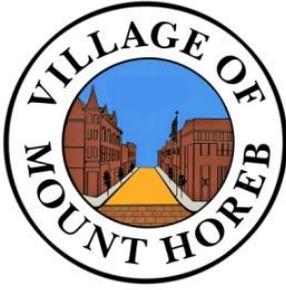
- Cable Coordinator report.
- Live Streaming update.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, May 10, 2016 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 10, 2016

The Cable TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 pm in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider April 12, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Live streaming 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

May 10, 2016

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 6:04 p.m. with members Geoff Shields, Rob Chappell, and Cable Coordinator Diane Stojanovich present. Dana Crary and Adam Mertz 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 Shields seconded a motion to approve the April 12, 2016 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.
- Coverage of community events since last meeting: Mount Horeb Area Economic Development listening session, coverage of Chamber MIXPO event.
- Live streaming update provided (see below).
- Cable Operation policy. The current policy will be shared with members for next meeting. The Committee asked about branding for the cable operation, specifically alignment with the new name—Trollway TV. To that end, Stojanovich will request name update of the committee to Trollway TV Committee.
- Upcoming meeting planned with Wisco Radio regarding spring and summer events.
- Calendar planning re: coverage of future community events. Discussion regarding coverage of Memorial Day event and Frolic.

LIVE STREAMING UPDATE

Leightronix Live Streaming equipment is installed. Sub-contract engineer is coordinating a few additional items with MHTC operability. Once the glitches have been resolved, it will be announced to the public.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

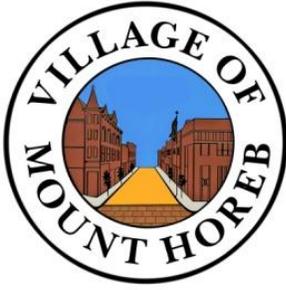
- Cable Coordinator report.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be Tuesday, June 7, 2016 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, Communications Coordinator



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CABLE TV COMMITTEE

Tuesday, June 7, 2016

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 10, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Live streaming 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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Trollway TV COMMITTEE

June 7, 2016

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, Dana Crary, Adam Mertz, and Cable Coordinator Diane Stojanovich present. Geoff Shields was absent.

CALL TO ORDER – ROLL CALL:

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

MINUTES: Chappell moved and Schilling seconded a motion to approve the May 10, 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 since last meeting: Coverage planned for Frolic parade, run, **and weekend events; Wednesday Night Live concerts, Art Fair, and Farmer's Market.**
- Live streaming update provided (see below).
- The cable operation name will officially be implemented as Trollway TV, including use of logo, and change in Committee name.
- Upcoming meeting planned with Wisco Radio regarding fall sporting events, partnership opportunities, etc.

LIVE STREAMING UPDATE

Leightronix Live Streaming equipment is installed and programming migrated. There are occasional gaps in the live stream due to modem limitations and/or compatibility with MHTC equipment. The sub-contract engineer is continuing to troubleshoot. The "video on demand" link will be updated on the Village home page.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report.
- Wisco Radio update.

SCHEDULE NEXT MEETING DATE:

Schilling moved and Crary seconded a motion to not hold a July meeting. Motion carried. The next regularly scheduled meeting will be August 9, 2016 at 6:00 p.m.

ADJOURN: Mertz moved and Chappell seconded a motion to adjourn at 6:16 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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TROLLWAY TV COMMITTEE
Tuesday, August 9, 2016

The TROLLWAY 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 7, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Wisco Radio 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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Trollway TV COMMITTEE

August 9, 2016

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 6:04 p.m. with members, Rob Chappell, Dana Crary, Adam Mertz, Geoff Shields, 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 Crary seconded a motion to approve the June 7, 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 since last meeting: Mt. Horeb Summer Frolic parade, run, and **weekend events; Wednesday Night Live concerts, Art Fair, and Farmer's Market.**
- Live streaming is fully operational and Village web site updated.
- With the transition of Brian, part-time cable operator, to college, a part-time position will be posted soon. Brian will remain on staff and assist with coverage of home sporting events. Hours budgeted for the part-time position remain up to 10 hours per week.
- Phone conference with Wisco Radio regarding partnership opportunities. Explore whether live streaming is capable simultaneously with Trollway TV and YouTube. If that is not possible, the game will be rebroadcast on Trollway TV, with a defined time in the program line-up. Another follow-up meeting will be held in mid-August. See details below.
- Preliminary discussion re: hosting a **"Video 101"** workshop for community members in the fall.

WISCO RADIO UPDATE

Phone conference with Wisco Radio. They are interested in continuing the partnership with Trollway TV. Trollway TV would provide camera operator and video coverage, Wisco will provide radio broadcast, color commentary. The goal for Trollway TV will be coverage of home football games. Wisco will not have transitioned away from pay-per-view and will be live streaming on YouTube. A follow-up meeting and/or conversation will take place prior to the initial coverage.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report.
- Video 101 Workshop planning.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be September 13, 2016 at 6:00 p.m.

ADJOURN: Mertz moved and Chappell seconded a motion to adjourn at 6:27 p.m. Motion carried.

Minutes submitted by Diane Stojanovich, Communications Coordinator



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TROLLWAY TV COMMITTEE
Tuesday, November 8, 2016

The TROLLWAY TV Committee of the Village of Mount Horeb will meet on the above date at 6:00pm 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 August 9, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Video 101 Workshop 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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Trollway TV COMMITTEE

November 8, 2016

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 6:04 p.m. with members, Rob Chappell, Adam Mertz, and Communications Coordinator Diane Stojanovich present. Dana Crary and Geoff Shields were absent.

CALL TO ORDER – ROLL CALL:

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

MINUTES: Chappell moved and Mertz seconded a motion to approve the August 9, 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.
- In the process of finalizing a part-time cable operator hire.
- No coverage of high school football, but will pursue coverage opportunities for basketball in conjunction with Wisco Radio.
- Re-purpose of School Board meeting video from high school.

VIDEO 101 WORKSHOP PLANNING

To encourage and increase citizen participation, the Committee discussed the idea of hosting a video workshop for community members. Based on the scope, broad range of experience, equipment, etc., the consensus was to offer a program through the Mt. Horeb Library or Parks & Recreation Department. Dovetailing into their existing programs would allow inclusion in their existing marketing channels and tools. Stojanovich will gather information and forward to the Committee prior to the next board meeting.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report.
- Video 101 Workshop update/discussion

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be December 6, 2016 at 6:00 p.m.

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

Minutes submitted by Diane Stojanovich, Communications Coordinator



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TROLLWAY TV COMMITTEE
Tuesday, December 6, 2016

The TROLLWAY TV Committee of the Village of Mount Horeb will meet on the above date at 6:00 pm in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order - Roll Call.
- 2) Consider November 8, 2016 minutes.**
- 3) Cable Coordinator report.
- 4) Video 101 Workshop planning/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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Trollway TV COMMITTEE

December 6, 2016

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 November 8, 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.
- Upcoming coverage of holiday community events.
- Finalized hire of part-time cable operator.
- Upcoming meeting with Wisco Radio.

VIDEO 101 WORKSHOP PLANNING

To encourage and increase citizen participation, the Committee discussed the idea of hosting a video workshop for community members. Stojanovich contacted Melissa at Mt. Horeb Library and they were interested in partnering on the program. The Committee discussed the possible scope of the program and consensus was to engage with the public to encourage submission of existing content, or generating new content. Attendees would have an opportunity to meet Trollway TV staff, share their work, learn video basics, storyboarding. A tentative agenda included: Intro, Mission, What we do, Ideas to share, Examples. Based on available dates, the Committee selected Feb. 23, 2017 at 6:30 p.m. The Library will publicize in their spring guide and through normal channels.

DISCUSS AGENDA ITEMS FOR NEXT MEETING:

- Cable Coordinator report.
- Video 101 Workshop details.

SCHEDULE NEXT MEETING DATE:

The next regularly scheduled meeting will be January 17, 2016 at 6:00 p.m.

The February meeting will be held February 23, 2017 in advance of the workshop.

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

Minutes submitted by Diane Stojanovich, Communications Coordinator