

CABLE ACCESS ADVISORY COMMISSION AGENDA

Wednesday, April 14, 2021 - 7:00 P.M.

Due to current Covid-19 restrictions requiring social distancing and allowing meetings of public bodies to be held electronically, this meeting will be conducted via videoconference. The City of Midland will utilize Zoom to conduct this videoconference meeting.

To join via videoconference, go to:

<https://zoom.us/join>

Webinar ID: 846 4728 2677 ~ Password: 400922

To join via telephone,

dial: 1 (646) 558-8656 or 1 (301) 715-8592

Webinar ID: 846 4728 2677 ~ Password: 400922

Meeting will be cablecast "LIVE" on MGTV 188 on Charter, Channel 99 on AT&T U-Verse, and will stream live at www.cityofmidlandmi.gov/MCTV. This meeting will also be available on the MCTV Network streaming app on Roku and Apple TV devices. ***Action Items in Bold**

- I. Call To Order
- II. Pledge of Allegiance
- III. Roll Call: Dave Dziedzic, Ron Felzke, Roy Green, Cheryl Wizda
- IV. Approval – September 9, 2020 Minutes**
- V. Public Comments
- VI. Old Business
 - a. Review 2021 Goals
 - b. Cable Communications Fund – Fiscal YTD 2020-21
- VI. Manager of MCTV Updates
 - a. MCTV 2022 Budget
 - b. Flood Restoration
 - c. COVID 19 Service Updates
 - d. MCTV Services Statistics
 - e. Over-The-Top Demonstration – Roku & Apple TV
 - f. Updated Video Online Demonstration
- VII. Announcements
 - a. Ron Felzke Resignation
 - b. Media Creator Workshop: Wednesday, April 28, 5:30-8:30 P.M.
- VIII. New Business
- IX. Adjournment: Next Meeting – Wednesday, June 9 at 7:00 P.M., Location: ZOOM TBD

**UNAPPROVED MINUTES
CABLE ACCESS ADVISORY COMMISSION
Wednesday, September 09, 2020**

PRESENT: Ron Felzke, Cheryl Wizda, Dave Dzedzic

ABSENT: Roy Green

Also Present: Matthew Richardson - MCTV Manager; Selina Tisdale - Community Affairs Director; Mary Jo Kellogg - Office Assistant

I. Call to Order:

Ron Felzke called meeting to order at 7p.m.

II. Minutes:

September 11, 2019 minutes approved by Ron Felzke, David Dzedzic, and Cheryl Wizda.

III. Public Comments:

None

IV. Old Business:

None

V. New Business:

a. CAAC Goals, 2020-21 Presented by Matthew Richardson

- i. Quarterly receive a report on the status of the Cable Communications Fund
- ii. Quarterly receive a report on the status of video franchising laws and legislation
- iii. Inform access users and the public about the challenges and opportunities facing MCTV
- iv. Participate in MCTV's "Honors Night 2020"
 1. Motion to accept goals by David Dzedzic, second by Cheryl Wizda
 2. Roll call vote approved by all.

b. CAAC Meeting Dates Presented by Matthew Richardson

April 14, 2021, June 9, 2021, September 8, 2021, November 10, 2021.

- Discussed number of mandatory meeting per year.
- Motion to accept dates by Ron Felzke, second by David Dzedzic
- Roll call vote approved by all.

c. Cable Communication Fund 2019/20

Revenue	Budget	End-of-Year	Pct.
Franchise Fees	700,000	654,817	94%
Taping Fees	2,000	670	33%
Workshops	1,500	1,035	69%
Access Fees	4,000	2,175	54%
Video On-Line	1,500	1,170	78%
Contributions	500	7,865	1573%
Sponsorships	500	0	0%
Investment Earnings	18,900	10,267	54%
Revenue Total	727,100	677,999	93%
Expenses	728,900	513,782	70%

- Motion to accept Cable Communication Fund 2019/20 by David Dzedzic, second by Cheryl Wizda
- Roll call vote approved by all.

d. Annual Report 2019/2020 Fiscal Year for Submission to Council

- Summary Report to City Manager, Brad Kaye
- Council Resolution
- Annual Report from Commission
- Submission to Council at October 5, 2020 meeting
- Motion to accept annual report submission to Council by Ron Felzke, second by David Dziedzic
- Roll call vote approved by all.

e. Cable Communications Fund-Fiscal year-to-date 2020/21

Revenue	Budget	Year-to-Date	Pct.
Franchise Fees	675,000	0	0%
Taping Fees	500	820	164%
Workshops	1,500	0	0%
Access Fees	3,000	0	0%
Video On-Line	1,500	130	9%
Contributions	7,416	7,865	106%
Sponsorships	500	0	0%
Investment Earnings	15,000	0	0%
Revenue Total	704,416	8,815	1%
Expenses	751,587	85,439	11%

- Franchise Fees unavailable
- Workshops discussion regarding feasibility

VI. Manager of MCTV Updates:

a. Flood Restoration Updates

- Whole lower level impacted
- Cleanup completed
- FEMA Compensation Ongoing
- Insurance Coverage-Will be spread out on all City properties
- Bid Documents in progress
- Reconstruction to begin late fall
- Reopening in January 2021

b. COVID-19 Service Updates

- Curbside Equipment Pickup: Tue – Thurs, 10 AM to 5 PM
- In Person Studio Productions: Tue – Thurs, 10-12 or 2-4PM
- ZOOM Video/Podcast productions by appointment
- Video Editing Suites: Tue – Thurs, 10-12 or 2-4 PM
- Current MCTV media creators can reserve the facilities by calling MCTV at 837-3474
- Visitors will be required to wear a mask or facial covering to enter the building and in all areas of the building when social distancing is not possible. Wellness and temperature checks will be conducted for all visitors upon entering the building. Editing suites, common areas, and video equipment will be cleaned and sanitized after each use. Access users are asked not to enter if they are feeling ill or experiencing symptoms of COVID-19.

c. MCTV Services Statistics

- Community Voices YouTube, 150 New Videos, 14,500+ Views
- Community Voices Podcasts, 62 New Episodes
- Community Voices YouTube Totals, 271 Videos, 27,000+ Views
- Community Voices Podcasts Totals, 135 Episodes, 2000+ Listens
- First Runs, Community Voices TV 208, Midland Government TV 130, Public Schools TV 37

- vi. Access Members, 133 Volunteers/Producers, 56 NPOS/Message Board Users, 1948 Hours Volunteered, 238 Messages Submitted
- vii. 25 Workshop Graduates, 8 Video Campers
- d. Community Stadium Press Box Restoration
 - i. Fire destroyed MCTV cabling and A/V connections
 - ii. Restoration of MCTV technology finished this week
 - iii. Allows quick and easy setup of production trailer for events
- e. OTT (Over The Top) Transmission Update
 - i. Complete late fall 2020
 - ii. Roku, Apple TV, FireStick APP
 - iii. LIVE & On-Demand Playback
 - iv. New Website for all four channels
 - v. Request for bids out soon
 - vi. A formal announcement will be released to the press.

VII. Announcements:

- a. Media Creator Workshops: Orientation via ZOOM TBD / Hands On Instruction TBD
 - i. YouTube Instructional Videos
- b. Fall Production Schedule:
 - i. League of Women Voters Candidate Forums, AAUW School Board Candidate Forums, HS Golf, 9/21, HS Football, 9/25, 10/2, 10/23, HS Boys Soccer, 9/30, HS Girls Volleyball, 10/27, HS Girls Swim, 10/29, Community Concerts: MCB, MCO, MMB
- c. Honors Night: TBD
- d. Free Speech Week, October 18-24
- e. Community Media Day, October 20
- f. MCTV Network 36th Anniversary

VIII. New Business / Discussion

- a. Introduction of Kris Ferguson, Multimedia Production Specialist

IX. Adjournment: Next Meeting – November 11 at 7pm, Location: ZOOM TBD

- a. Motion to Adjourn by Ron Felzke, seconded by Dave Dziedzic

All in favor, meeting is adjourned at 7:50 pm.

Cable Communications Fund 2020 2021 (75% Fiscal Year to Date)

Revenue	Budget	YTD	PCT.
Franchise Fee	675,000	482,419	71%
Taping Fees	500	970	194%
Workshops	1,500	100	7%
Access Fees	3,000	200	7%
Video On-Line	1,500	890	41%
Contributions	7,416	6,821	92%
Sponsorships	500	0	0%
Investment Earnings	15,000	515	3%
TOTAL	704,416	491,915	70%

Expenses	Budget	Year End	PCT.
TOTAL	780,807	436,869	58%

City Budget Process 2021 - 2022 Fiscal Year

April 12	Presented to City Council, 7 PM
April 19	Council Budget Work Session - Council Chambers, 6 PM
April 26	Preliminary Public Hearing at City Council, 7 PM
May 10	Charter-mandated Public Hearing at City Council, 7 PM
May 24	Charter-mandated Budget Adoption, 7 PM

Cable Access Advisory Commission Goals for 2020 - 2021

- Quarterly receive a report on the status of the Cable Communications Fund.
- Quarterly receive a report on status of video franchising in Midland and Michigan.
- Inform access users and the public about the challenges and opportunities facing MCTV.
- Inform the public about the benefits of MCTV.
- Participate in MCTV's "Honors Night 2020."

2021 CAAC Meeting Dates (Wednesday, 7:00 PM, Location: Zoom, TBD)

February	10
April	14
June	9
September	8
November	10