

CABLE ACCESS ADVISORY COMMISSION AGENDA
Wednesday, April 13, 2022 - 7:00 P.M.

This 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, Apple TV, and Amazon Fire TV devices.

Items with an asterisk () have correlating information in board packet.*

Action items in bold.

- I. Call To Order
- II. Pledge of Allegiance
- III. Roll Call: Dave Dziedzic, Roy Green, Brandon Guiles, Cheryl Wizda
- IV. Approval – November 10, 2021 Minutes***
- V. Public Comments
- VI. New Business
 - a. Cable Communications Fund - Fiscal YTD 2021/22*
 - b. Mary Currie Grant for Community Media in Midland*
- VII. Old Business
 - a. CAAC Vacant Seat – MCTV Access User
- VIII. Manager of MCTV Updates
 - a. Flood Restoration Update
 - b. COVID 19 Service Updates
 - c. MCTV Services Statistics*
 - d. Programming Highlights*
- IX. Announcements*
 - a. Media Creator Workshops at MCTV
 - b. Youth Camps
 - c. Important Dates and Volunteer Opportunities
- X. Commissioner Comments
 - XI. Adjournment: Next Meeting – Wednesday, June 8, 7:00 P.M., Midland City Hall**

**UNAPPROVED MINUTES
CABLE ACCESS ADVISORY COMMISSION
Wednesday, November 10, 2021 - 7:00 P.M.**

Present: Roy Green, Cheryl Wizda, Dave Dziedzic, Brandon Guiles

Also Present: Matthew Richardson - MCTV Manager; Mary Jo Kellogg - Office Assistant

- I. **Call To Order** – Roy Green called meeting to order at 7:00 p.m.
- II. **Pledge of Allegiance**
- III. **Roll Call:** Present – Dave Dziedzic, Roy Green, Cheryl Wizda and Brandon Guiles.
- IV. **Minutes** – September 8, 2021 minutes. Motion to Approve by Commissioner Wizda and seconded by Commissioner Guiles. Approved by all.
- V. **Public Comments** - None
- VI. **New Business**
 - a. **End of Year Report to Council:** Reviewed the Revised Summary Report to Manager FY20-21.
 - b. **Cable Communications Fund** – Fiscal YTD 2021/22
 - c. **Reviewed Proposed Goals for 2021/22**
 - 1. Quarterly receive a report on the status of the Cable Communications Fund.
 - 2. Quarterly receive a report on status of video franchising in laws and legislation.
 - 3. Inform access users and the public about the challenges and opportunities facing MCTV.
 - 4. Participate in MCTV’s “Honors Night 2021.”

Revenue	Budget	YTD	PCT.
Franchise Fee	650,000	18,806	3%
Taping Fees	500	292	58%
Workshops	1,000	395	40%
Access Fees	3,000	1,300	43%
Video On-Line	1,000	160	16%
Contributions	500	10	2%
Sponsorships	500	0	0%
Investment Earnings	1,100	0	0%
TOTAL	657,600	20,963	3%

Expenses	Budget	Year to Date	PCT.
TOTAL	842,265*	172,619	20%

*Includes \$173,000 in Capital Outlay for purchases temporarily suspended.

- VII. **Old Business**
 - a. **CAAC - One Vacant Seat** – Must be a current MCTV Access User.

VIII. Manager of MCTV Updates

e. Flood Restoration Update

- Majority of reconstruction complete
- Staff moving back into office spaces
- Studio is available by reservation only
- Reopening, hopefully, January 2022

f. COVID 19 Service Updates

All visitors to City facilities are 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. This is regardless of vaccination status. MCTV edit suites, common areas, and video equipment will be cleaned and sanitized regularly. Access users are asked not to enter if they are feeling ill or experiencing symptoms of COVID-19.

Equipment Pickup: Tue – Thurs, 9:30 – 5:30pm

Studio Productions: Tue – Thurs, 9:30-1pm or 2-5:30pm

Video Editing Suites: Tue – Thurs, 9:30-1pm or 2-5:30pm

Stream Yard or ZOOM Video/Podcast productions by appointment

Reservation by appointment only.

Face mask are required

g. MCTV Services Statistics FY 2021/22 YTD

Community Voices TV: 58 First Runs, 136 weekly Church Services, and 471 VOD Views

Midland Government TV: 45 First Runs, 11,560+ VOD Views

Midland Public Schools TV: 10 First Runs, 742+ VOD Views

Community Voices YouTube: 37 Videos, 5 LIVE Streams, 7.9k+ Views, +44 Subscribers

Audio Podcast: 45 Community, 17 Government, 2300+ Listens

Access Members: 156 Volunteers/Producers, 56 NPOs/Message Board Users

Volunteered Hours: 580+

2021/22 14 Workshop Graduates, 6 Video Campers

h. Production Highlights

MPS-TV

- MHS Homecoming Football
- DOW Homecoming Football
- MHS vs DOW Volleyball
- MHS vs DOW Swimming
- MHS vs DOW Football
- MHS vs DOW Soccer
- Marching Band Showcase

MGTV

- City, County, & MPS Public Meetings
- Word on the Streets Podcast

- Downtown Midland Podcast
- Mooreland Neighborhood Footing Drain Disconnection Meeting
- Beautification Awards 2021
- Community Garden Education Series: Successful Storage
- Seed Saving with Bevin Cohen
- Water Treatment Plant Series: What is Water Treatment?

MCTV

- Army Band Parkapalooza Concert
- Conservation Matters Invasives in Your Backyard
- Human Trafficking - Truckers Against Trafficking
- Kevin Davis Show - Tractor Show 2021
- Nonviolent Peaceforce Day of Peace
- Northwood Replay Football
- Public Arts Midland Presents - Voices of Midland
- USA Softball 40th Hall of Fame 2021
- Women At Risk

IX. Announcements

d. Media Creator Workshops at MCTV

December 8, 2021 5:30 – 8:30 p.m.

December 9, 2021 1:30 – 4:30 p.m.

e. Important Dates and Volunteer Opportunities

- Honors Night 2021: Format, Date & Time TBD
- Library Closed to public November 22 – 28 for electrical updates, MCTV facilities unavailable, equipment checkouts by appointment
- MCTV Closed November 25 - 26
- MCTV Closed December 24 – 27

f. MCTV Network Streaming on Amazon Fire Stick and Fire TV Devices

X. Commissioner Comments: Adjusting the Goals for the Cable Access Advisory Commission by fiscal year end.

XI. Adjournment: Meeting adjourn at 7:43 p.m. by Commissioner Roy Green.

Next Meeting: Wednesday, February 9, 2022 at 7:00 P.M., Location: City Hall

*Agenda Item VI. a. Cable Communications Fund - Fiscal YTD 2021/22

Cable Communications Fund 2021/22 (75% Fiscal Year to Date)

Revenue	Budget	YTD	PCT.
Franchise Fee	650,000	311,539	48%
Taping Fees	500	375	75%
Workshops	1,000	635	64%
Access Fees	3,000	2,395	80%
Video On-Line	1,000	890	89%
Contributions	500	5,010	1002%
Sponsorships	500	0	0%
Investment Earnings	1,100	1,081	98%
TOTAL	655,500	320,844	48%

Expenses	Budget	Year to Date	PCT.
TOTAL	842,265*	458,319	54%

**Includes \$173,000 in Capital Outlay for purchases temporarily suspended*

*Agenda Item VI. b. Mary Currie Grant for Community Media in Midland

Amount of Grant: \$5,000

Purpose of the Grant: Help fund a program which will cost \$5,000 annually to cover the cost of workshops, summer camps, membership, and digital services, including audio podcasts and YouTube video, for all members of the Midland Community – including students, minority and multicultural groups. A Diversity and Inclusion Grant for creating a robust Community Media in Midland.

Target Dates: Fiscal Year 2022-23; July 1, 2022 to June 30, 2023

Currently, MCTV staff is developing the administrative processes for this program.

MCTV Services Statistics 2021/22 Fiscal Year-to-Date

Community Voices YouTube

60 Videos (14 LIVE Streams)
18.2k Views
772 Subscribers

Community Voices Podcasts

58 Episodes
4,615 Plays

Community Voices on TV & VOD

401 First Run Shows
481 VOD Views

Midland Public Schools TV

15 First Run Shows
183 VOD Views

Workshop Attendees

28 Graduates
6 Video Campers

Midland Government YouTube

22 Videos
39.2k + Views
1038 Subscribers

Midland Government Affairs Podcasts

32 Episodes
2,374 Plays

Midland Government on TV & VOD

125 First Run Shows
17,256 VOD Views

Midland Public Schools YouTube

13 Videos
2,693+ Views (8 MCTV Sports)

Membership

1,010+ Hours Volunteered
115 Active Users & Organizations

Programming Highlights

MPS-TV

2 x Dow vs Midland Girls Basketball
2 x Dow vs Midland Boys Basketball
Midland vs Dow Hockey 1/26/22
Midland vs Dow Boys Swimming 2/8/22

MGTV

Sewer Improvement Plan Workshop 11/8/21
Water Treatment Plant Series: Source Water
MGTV News Word on the Street(s) Episode 08
Battalion Trek Library Presentation November 17 2021
Fire Safety Live
The Lowdown on Downtown Episode 06
Happy Holidays 2021
State of the City 2022
Battle of the Books - Elementary Edition

COMMUNITY VOICES

Midland Regional Human Trafficking Task Force
Midland Santa Parade 2021
Community Hymn Sing September 2021
DAR Good Citizen 2021
Midland Concert Band Holiday Concert 2021
Men of Music 2021
Public Arts Midland Presents - It Wood be Art
Ask Santa Anything!
Mid-Michigan Brass Band Christmas Concert 2021
CANstruction 2021
Project Blue Light 2021
Keyboard Fest 2022
Public Arts Midland - Beautiful Communications, Graphic Design
Safe and Sound Art and Advocacy 2022
Community Health Improvement Plan 2022
Calvary Baptist Academy Winter Concert 2021
Homeless and Mental Health
Love Your Enemies: A Discussion Lead By Northwood University
Midland County Search & Rescue Hug-A-Tree Program
Breaking the Stigma: Art as a Bridge to Understanding, Empathy & Acceptance
From A to Zig: "E" Environmental Activism
Healthy Habits - Understanding Your Immune System
Midland Community Orchestra Wee bit o' Spring 2022
Shining Stars Talent Show 2022
East Side Soup Kitchen
Suicide and Mental Health
We Hear You Coalition: Diversity, Equity, and Inclusion Assessment

***Agenda Item IX. Announcements**

Media Creator Workshops at MCTV Network

- Wednesday, May 4, 4:30 - 8:30 PM
- Thursday, May 5, 1:30 – 4:30 PM
- Wednesday, June 8, 4:30 - 8:30 PM
- Thursday, June 9, 1:30 – 4:30 PM

Youth Camps

- Media Creation Camp: June 13-16, 1 – 5 PM
- Sports Broadcasting Camp: July 18-22, 1-5 PM

Important Dates and Upcoming Volunteer Opportunities

- City Council Budget Workshop LIVE 4/18
- Battle of the Books LIVE 4/20
- Midland Boys Lacrosse LIVE 4/29
- MHS vs DOW Girls Soccer 5/9
- Mid-Michigan Brass Band 5/15
- Series Lottery at MCTV 5/16
- Midland Community Orchestra 5/22
- H.H. Dow & Midland High School Graduations 5/25
- Library/MCTV Reopens to the Public 6/3
- Select Loons Baseball Games in the Summer
- Chemical City Band
- Tunes by the Tridge
- Honors Night 2021: Format, Date & Time TBD