



**Village of Oregon
Cable TV Committee Meeting and Oregon
Community Foundation**

Thursday, August 1st, 2019

Firefly Coffee House

114 N Main St, Oregon, WI 53575

DRAFT

Oregon Foundation and Joint meeting of the Cable TV

1. Called to Order by Tom K. 7:38 a.m.
2. Roll Call.

Attended: Tom Kirchdoerfer, Paul Zwicker, Andy Weiland, Uriah Carpenter, Judy Knutson,
Amanda Peterson and Mark Miller.

Absent: Karleigh MacWilliams and Mike Hutzinger.

3. Approval of Agenda: Moved by Uriah, C ., seconded by Mark M. Unanimously approved.
4. Approval of Minutes
 - a. June 6th, 2019 Meeting. Moved by Andy A. and seconded by Urian C. Unanimously approved.
5. Communications:
 - a. G-Suite Website Implementation: Going well. E-mails set up and the drives are in place. Back files are retained in Admin G-files.
 - b. Website Implementation: Have not progressed. Focus should be on DVD sales.
 - c. Paul Z. and Tom K.: None noted.
6. Treasurer's Report:
 - a. Reconciliation report is provided and the account is balanced to the bank statement.
 - b. Profit and loss.
 - c. We have funds available so we want to look into equipment needs.
 - d. Motion to accept the Treasurer's report was made by Andy W , and seconded by Amanda P. Unanimously approved.
7. Executive Report:
 - a. Programming:
 - i. **Summer Fest** - Amanada was very helpful. Tom also helped with live broadcast.
 - ii. Continued the typical Village meetings as well as regular programming was aired with re-broadcasts of previous content to keep the stream going.
 - b. Operations:
 - i. YouTube data is still in the works. The viewership is lower during the summer. Use data to help with sponsor support.

- ii. Franchise Fees: Governor vetoed the bill to support video and the State of WI will continue to pay the organizations for up to 10 years. Additional information is available through these links [State Legislation Motion 50](#)
- iii. DVD sales 2018-19 - \$2540- Communicating info to Performing Arts teachers improved sales. Majority of total sales are OSD related.
- iv. TDS have finished splicing and will be working on connection testing. TDS will be testing us for two weeks and then be added to line up. The channels are the high quality channels: Ch 1019 & 1020. We should be on by football season.
- v. Purchased a new monitor for TDS broadcast. The other expenses need to be invoiced to the village. Paul will put all the invoices together and we will bill the Village.
- vi. Computer upgrades: Mark installed new video cards in older edit stations-all upgraded now. Uriah assisted Tim upgrades on TelVue broadcaster allowing program guide to go online. Need to work with TDS next on program guide/channel ID.
- vii. Hard drive crashed. Data was mostly recovered. Use, is questionable. Data storage systems to manage the large video files such as NAS. We experienced another external drive trouble. As budget funds are available, it makes sense to move to a central file location.
- viii. Office cleanup: dumping old electronics, cleaning up storage, organizing room.
- ix. Since the Webroot was installed, the programming guide is not broadcast to the website due to an IP blocking. When the TDS is implemented, the IP issue should be resolved.
- x. Social Media has been going well, where Frank C has been doing a great job, such as live ribbon cutting and special live broadcasts.
- xi. Live streaming intermittent with Teradek on remotes. Addressed issue with Teradek. Unit had been in for service recently. Worked fine last night. The live stream system has caused issues. Sometimes it works, and other times it just needs time or reset. Watching and looking for resolving.
- xii. School district asked OCA to produce Superintendent of the year video. Currently in production as Paul is working with Erika Munding
- c. Equipment: [Paul has put together a list of equipment with priorities together]
 - i. Want to purchase a third camera verses borrowing a camera from Zwicker Flicks. Camera purchase of \$2950 – Potentially target an equipment sponsors.
 - ii. Purchased monopod from UW SWAP and new tripod fluid heads to replace old heads (\$400).
 - iii. A meeting is scheduled to talk with the Athletic Boosters on August 1th. Tom is looking or information to be specific as to what is to be asked of the Boosters.

- iv. Future Purchases:
 1. Wireless video transmitter. Valuable for football games and roaming cameras.
 2. Data storage system -ASAP
 3. Wireless intercoms. Helpful in multiple camera productions.
 4. Creative Cloud subscriptions Adobe Pro CC \$13/edit station/month-budget item. Possible two devices per license?
 - v. Donated two tripod wheel sets & Backdrop set to Whitewater Cable Access. Sell old gear on Ebay.
 - vi. Suggesting purchasing a tablet. Paul is inquiring about device to use mobile for demonstrating video to sponsorship as well for testing and viewing broadcast. Discussed its use and making the right purchase decision whereas not just cheap.
- d. Communications:
- i. Meeting with OSD staff to increase awareness of OCA, increase OHS student staff, look into offering internships.
 - ii. Marketing: Booth at National Night Out which is August 6th from 5 to 8 p.m. behind Netherwood Knoll Elementary. Requested board members help Sponsorship drive: Begins early August for 2019-2020 year. Need help identifying and contacting possible businesses and organizations. Board member requested to reach out or supply contact and possible arrange to make joint visits.
 - iii. Met with TDS Marketing Dept. They are sharing information with corporate. A video was produced by Tim to promote the capabilities.
 - iv. WISC TV Ch. 300 offer to school to share our live streams and give school minimum \$600/yr with webpage. AD & Principal not too excited about this.
 1. OCA Media broadcast 15 events last year of multiple cameras.
 2. We did 50 single camera events with students and our staff.
 3. Performing Arts 58 with cost of about \$1,500 personnel costs.
 4. The costs for outside video would be many times more of expense.
8. Committee Reports-Community Advisory
- a. We do have two new members willing, so we need to schedule by the end of August.
9. Old Business: None.
10. News Business:
- a. Channel 3000 has offered a sports service to have a dedicated page where we provide the video content. The cost to us would be \$600 a year. Our sponsorship would be retained. Let's get more information and evaluate.
11. Next meeting date scheduled for September 5th, at 7:30 a.m. Firefly Coffee House.

12. Adjournment at 9:09 a.m.

Minutes reported by Mark Miller.

These minutes are unapproved, pending board approval.

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