



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

DRAFT

**Thursday, October 3<sup>rd</sup>, 2019**

Firefly Coffee House and Artisan Cheese  
114 N Main St, Oregon, WI 53575

Oregon Foundation and Joint meeting of the Cable TV

1. Called to Order by Tom K. 7:41 a.m.
2. Roll Call.  
Attended: Tom Kirchdoerfer, Paul Zwicker, Andy Weiland, Uriah Carpenter, Judy Knutson, Karleigh MacWilliams and Mark Miller.  
Absent: Amanda Peterson and Mike Hutzinger.
3. Approval of Agenda: Moved by Uriah, C., seconded by Andy W.. Unanimously approved.
4. Approval of Minutes
  - a. September 5th, 2019 Meeting. Printed copies not provided by Mark M. Delayed approval to the next meeting.
5. Communications:
  - a. Tom and Paul met with Mike Graz and Lisa Novinska regarding the OCF budget. Mike asked for a revenue breakout with regards to the village contribution as well as the TDS participation. Also, they asked about breaking out Closed Capturing budgeting to note the plan to allow adding the service in the future.
  - b. TDS channel guide shows a preliminary video of the channel. Tom believes this is giving a better visibility and likely more sampling video for drawing viewership. The channel is located in a visible string of channels, easing awareness of the channel. YouTube viewership is also up.
  - c. Tim Olson has moved on to his own video pursuits. Subsequent to his leaving, reviewed staffing and looked at the roles. Posted a Program Assistant position, found and interviewed then added Ashley Westby to the organization. She is the spouse of the Stoughton Communication Manager and has experience with Televue and more, so a valuable addition.
  - d. A School to Work program has begun with Caden Hutzinger as the chosen individual. He has been doing video shoots, edits and more. He has been helpful to have in the office.
6. Treasurer's Report:
  - a. Reconciliation report is provided and the account is balanced to the bank statement.
  - b. Profit and loss to current was presented. The accounts are positive. The revenues are a little different than budgeted, so looked at the differences.

Several issues with equipment has initiated purchases. The notes in the Directors Report expands on the expenses.

- c. Motion to accept the Treasurer's report was made by Andy W, seconded by Karleigh M. Unanimously approved.

7. Executive Report:

a. Programming:

- Ashley Westby hired as new Programming Assistant. Duties include: Outreach, event research, scheduling, programming, office assistance.
- Live-streaming: select home varsity soccer, football and volleyball home games. Live stream programming issues addressed with help from City of Stoughton Communications Manager & IT Operations Specialist, Derek Westby.

b. Operations:

- Personnel:
  1. Training underway for Ashley.
  2. Volunteers: Derek Westby and Oregon School District Tech Systems Support Specialist. Working on workflow with regards to raw video, editing and compiling.
- Updated webpage (thank you to Derek Westby).
- New OHS Staff training ongoing: 6 new employees.
- TDS-Charter internet services: TDS is active, Charter reactivated to access ocamedia.com email addresses. Charter hosts ocamedia.com domain. Discussion for solutions.
- Computer status report:
  1. Old edit software was locking up when trying to work from data on NAS. Could not edit on any station.
  2. Purchased (3) Adobe Creative Cloud subscriptions. The subscriptions will allow up to six (6) computers, but no more than two users at a time. Installed on newly purchased Dell for Edit station 2, as well as stations 3 & 4.
  3. Temporary workflow: Backup raw files on NAS, work from external HDDs at each edit station. Transfer final copy to NAS.
  4. Edit 1 is last Windows 7 machine to replace.
  5. Webroot is set up for four computers, which two are no longer used and a laptop is not on it. Uriah cautioned that Webroot could be causing issues.
- DC Honor Flight: Frank Caruso in edit on project. Looking forward to his final product.
- Homecoming: Pep rally & parade recordings airing during game. WSTO donating wireless camera and intercom headsets. Parade will not be live. Game will have 3 camera shooting (weather dependent).

c. Equipment:

- Dell desktop purchased to for Edit 2.
- Wireless video transmitter purchase –(future)

- Wireless intercoms (future)
  - d. Communications:
    - Sponsorships: Received: \$7,000. Expecting additional \$2,000 from Oregon Tax, Firefly, Stoughton Hospital, TDS, @ \$500 each. Expecting a Total \$9,000.
    - Channel 3000 agreement in place (\$600 for our services) This may have bumped our YouTube viewership last football game.
  - e. OCA Media YouTube Data 9/4/19
    - Past 28 days:
      1. 40 new subscribers (208% increase) 237 total
      2. 5600 views - 47% increase (from August)
      3. Watch time – 31% increase (from August)
      4. 819 views Football 9/6/19
      5. 281 views School Board 9/9/19
      6. 112 views Village Board 9/9/19
    - YTD:
      7. 237 new subscribers (+10%)
      8. 5790 views (+5%)
      9. 4130 watch time (minutes) – 20% increase
      10. Top video: Welcome to Oregon (2100)
- 8. Committee Reports-Community Advisory
  - a. A meeting was not scheduled. The level of activity this past month has taken precedence, therefore this will be planned for the future. We do have two interested in participating, but we could use more.
- 9. Old Business:
  - a. By-law Development. No further progressed.
  - b. Statement of Understanding (Village & School District). Will pursue as by-law documents are consolidate.
- 10. News Business:
  - a. Mike Huntzinger has not been able to attend Board meetings, so we should talk with him about his position to make sure we have an active member. Maybe Mike would be helpful in a Community Advisory role.
  - b. Discussed board member make-up and opportunities. Possibly a student or past student.
  - c. OCB contribution with a large check was presented, so a video was produced.
  - d. The Village board meeting is scheduled for October 14th to review and act on the submitted budget.
- 11. Next meeting date scheduled for November 7<sup>rd</sup>, at 7:30 a.m. Firefly Coffee House. Plan to schedule for the first Thursday of the month.
- 12. Adjournment at 8:46 a.m.

Minutes reported by Mark Miller.

*These minutes are unapproved, pending board approval.*

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