



CDA-TV COMMITTEE MINUTES  
March 12, 2018 8:00 A.M.  
City Conference Room #5

**Present:** Jeff Crowe, Bruce Hathaway, Woody McEvers, Chris Pfeiffer, Katherine Hoyer, Scott Maben, and Renata McLeod.

1. **Appointment to the Committee**– Katherine Hoyer, Panhandle Health District, Public Information. She noted that she is in her fourth week on the job at Panhandle Health District. Motion by Scott second by Chris. **Motion Carried.**
2. **Contractor's Report** - Jeff provided the channel activity report. All City meetings will now be streamed live to YouTube live as well as Facebook. Initial test meetings for the dual live feed included Public Works and City Council. Ignite cda is now being streamed live on YouTube. When you upload YouTube stuff time should be taken to “tag” each clip to improve viewing potential when searches are performed. None of the City entries had “tags” applied. Jeff has started adding tag information to currently posted clips. Weekly updates were robust in February and hopes are it will continue. Jeff noted that the City asked him to consider expanding his services to help with social media. He is putting a proposal together for the City to review. The broadcast equipment is back from servicing and functioning.
3. **Roundtable:** Woody met with NIC VP for Instruction, Lita Burns, to talk about video production classes, but found it is not easy to create a new class. The group discussed the fact that Instagram and Facebook are the wave of the future. Jeff noted that there were 200 hits after the last Public Works Committee meeting was posted. Woody asked about filming the events for County Commissioners and State Legislature races. Renata will check with the Coeur Group to see if they would want to do a candidate forum. Chris noted that he talked with Laura Rumpler about NIC assisting the County with their filming. Discussion ensued regarding programming, historical shows, the role of students, and demographics of viewership. Scott noted that many schools are still doing classroom video updates. The group discussed the possibility of a summer partnership with the Library, Gizmo and/or the Innovation Collective for a summer “camp” to teach video production with emphasis on sound quality. Scott noted that tonight is the State of the District event and the Kroc Center is filming it for future airing on CDATV. Next Monday night is Post Falls and the Coeur d’Alene School Board joint meeting regarding the proposed adjustment of District boundaries. They are looking at microphone upgrades, a TriCaster upgrade, and then update their cameras to HD. Scott said he is working on additional Thursday morning filming.
4. **Adjournment 9:00 a.m.** – The next Meeting will be held April 9, 2018.