



CDA-TV COMMITTEE MINUTES
December 11, 2017 8:00 A.M.
Library Jameson Room

Present: Jeff Crowe, Melanie Collett, Bruce Hathaway, Michael Drobnock, Woody McEvers, Scott Maben, Chris Pfeiffer, Joe Morrison, and Renata McLeod.

1. **Student Representative** – Joe Morrison assigned to our committee, he attends school at the Charter Academy.
2. **Survey** – The committee discussed the current survey results. It became clear that it should have clarified what types of programming the City can air through a PEG. Discussion ensued regarding types of programming allowed, and past attempts to air high school sporting events and copyright laws. Scott noted that the school has had some plays that would be nice to air and there is potential to do promotions for children's hour. Jeff reminded the group about the Thursday morning head shots. He felt the most interesting item that came forward through the survey was the evolution of cable and internet viewership. The group discussed ideas to promote the channel such as an entry into parade, using a camera down the parade route and live streaming. Additional discussion took place regarding broadcasting the entire channel content through the internet, and that no other city is doing that yet. Improvement for access and branding ideas are to be brought forward at the next meeting with an idea on how to measure its success.
3. **Contractor's Report** - Jeff provided the channel activity report. The SD271 piece is now showing on the Mayor's show with Stan Olson, School District Superintendent. The next show will be the state of the city. Ideas for upcoming shows might be the new City Administrator, New President of NIC, and the skateboard park group. He has a corruption with the tri-caster that is scrambling the letters and has something to do with change of font sizes. Jeff noted that the County is holding on their determination to broadcast their meetings. They are thinking they might film a few to see how it looks. He noted that the digital recorder would need to be upgraded and will cost approximately \$500.00.
4. **Roundtable:** Scott asked what the School District needed to know. Jeff offered to give advice on replacing the tri-caster. Scott noted that the budget is uncertain, with a shortfall this budget year. Woody noted the quality of video and sound of the school board meeting. Scott noted that he will bring Seth to a meeting at a later date or meet with Jeff for pointers. Renata noted that the capital funding agreement is still pending with the School District and she will be invoicing the other partners soon.
5. **Adjournment 8:55 a.m.** – The next Meeting will be held January 8, 2018.