

MEETING MINUTES
COMMUNITY MEDIA COMMITTEE
Virtual Meeting via Zoom
Thursday January 14th, 2020

- 1. Call to Order** - Krisitie Schilling called the meeting to order at 6:02PM.
- 2. Roll Call** - Katy Byrnes Kaiser, Kristie Schilling, Amelia Speight, Susan Manning, Matt Bittorf, Eric Redding, Phil Glende and Claire Grupe were present. Samantha Griffin was also present. Becca Reynolds not present
- 3. Approval of minutes from November 10th Meeting** - Matt motioned and Claire 2nd the motion.
- 4. Appearances** - NA
- 5. Unfinished Business** - NA

6. New Business

- a. 2021-2022 School Year work plan for MCM:
 - i. Will Nimmow indicated that the department is working to increase engagement in the city's communication efforts where it makes sense. Will Nimmow also indicated that the new school year will be a rebuilding year with opportunities to focus on journalism and collaborating with other clubs. The biggest concern and challenge will be student recruitment to the club. The radio station is a consistent priority as content is needed everyday 24 hours a day. The remodel of the video studio will also affect how quickly plans can be implemented for the new school year.
- b. Recording and posting city committee meetings:
 - i. Kristie Schilling explained that the city council is exploring whether or not to record and post public meetings (committees, commissions, boards, etc.,) on YouTube. The only exception would be Board of Review meetings as there is sensitive information discussed. Susan Manning indicated talking to the city attorney Bill Cole, per open meetings law. Will Nimmow indicated that each committee for the city does include the zoom link on the agenda. Susan Manning indicated that meetings have to be transferred to YouTube if they are not live. Will Nimmow indicated that taking a zoom recording and loading it onto YouTube is a simple process. The hard part is making sure every approved city meeting has access and is able to record the meeting onto the zoom platform, especially when meetings start becoming hybrid. Will Nimmow indicated there will be personnel and equipment costs once meetings are no longer virtual only. Eric Redding does not feel there is a significant return on investment for the city to start recording and/or live streaming all city meetings. Eric feels the department's time could be better spent creating content that could be more impactful for the community of Monona. Kristie Schilling thought that a reasonable solution could be a larger budget committee, (i.e., Public Safety, Parks board). Eric Redding is

concerned that if recording meetings becomes a standard, what happens when we cannot fulfill the demand. Claire wanted clarification on if we are talking about public access to meetings and open meetings law, or are we talking about promoting and making the meetings convenient and accessible on YouTube to watch later. Amelia agreed that meeting access is important but also worried about the ability to continue recording/streaming a large amount of meetings each month. Amelia wondered if there was a middle ground that the council could reach. Kristie Schilling contacted the League of Municipalities to see if they have more information on how to move forward with this process. Susan Manning expressed concern for how this would be managed during in-person meetings. Will Nimmow indicated that this committee can certainly make recommendations and or advice on what could be accomplished and what resources would be needed in order to accomplish this task... As well as, advise on why this initiative may not be the best route to take. Claire Grupe thought ideas of packaging meeting notes and city information in a newsletter and or highlight/recap video form, may provide a more engaging piece for the city. Amelia mentioned that she thought what Andrew Kitslaar is doing with the mayor on WVMO is a great example of how to package the information. Will Nimmow indicated there will have to be additional employees within the department in order to fulfill the requirement to record all city meetings, and they probably would have to start utilizing non-student employees.

- c. Bike license ordinance information:
 - i. Kristie Schilling wanted to let people know that at some point the ordinance will change and the committee has the opportunity to create some communication about the changes.
- d. Future agenda items/discussion
 - i. Susan Manning asked if there was a discussion on when there would be a presentation to the school board. Will Nimmow thought it would be a great idea to schedule the presentation after the High School video studio is remodeled.

7. Reports

- a. Directors Report:
 - i. Will Nimmow walked the committee through some of the big projects in the month of December. Kristie Schilling wanted to hear the segments on the 7 living generations. Sam Griffin indicated she will be using them for social media posts as well.
- b. Committee Chair ideas/discussion:
 - i. NA

8. Adjournment - Eric Redding motioned to adjourn and Claire Grupe seconded the motion, the meeting was adjourned at 7:17PM.

If you cannot make the meeting, please notify Will Nimmow @ 608-513.6160.
Thank you for your service.

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The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.