

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, November 27, 2018

6:00 PM

McFarland Municipal Center
Conference Room A

AGENDA

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the October 23, 2018 meeting.
4. BUSINESS.
 - a. Update regarding the recruitment for the Communications and Technology Director position.
 - b. Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Technology Specialist position within the Communications and Technology Department.
 - c. Discussion and action to make a recommendation to the Village Board regarding revisions to the Organizational Chart for the Communications and Technology Department.
5. POLCO QUESTIONS
 - a. Creation, discussion, and possible action regarding questions to be posted on Polco.
6. SCHEDULE NEXT MEETING DATE.
 - a. Next regular meeting: December 25, 2018 - Christmas Day.
7. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. 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. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND
Communications & Technology Committee Minutes

Tuesday, October 23, 2018 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Meeting called to order at 6:00PM by Chair Stephanie Brassington in the Training Room at the McFarland Municipal Center

Members Present: Member Ella Tschopik, Village Trustee Shaun O'Hearn, Village Trustee Stephanie Brassington, Member CJ Behm, Member Cole Younger

Members Not Present: Member Devoin Ruffin

Staff Present: Interim Director Andrew Day, Communications Specialist Stephanie Miller

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the August 28, 2018 meeting.

Motion by Village Trustee Stephanie Brassington, second by Member Cole Younger, to approve motion the minutes of the August 28, 2018 meeting. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and possible recommendation to the Village Board regarding equipment and a channel number for a channel with TDS.

Motion by Village Trustee Stephanie Brassington to recommend approval to Village Board that TDS equipment not to exceed \$12,000 and assigning a channel number to 9, 20, or 19. Second by Member Cole Younger. Motion carries 6 - 0 - 0 by acclamation.

5. Staff Reports

Communications Specialist, Stephanie Miller, gives updates on social media, upcoming content which includes fall election.

Interim Director, Andrew Day, gives updates on channel news now being fed from BBC and updates on YouTube analytics.

a. Communications Specialist report

Updates on social media, upcoming content which includes fall election.

b. Director report

Updates on channel news now being fed from BBC and updates on YouTube analytics.

6. Polco Questions

a. Discussion, creation, and possible action regarding questions to be posted on Polco.

Two Polco questions discussed.

1. Allocation Choice question for logo changes - What logos would the community like to see updated first?
2. Policy question on cable channel - Would you prefer to view the McFarland Cable channel in HD?

Motion by Village Trustee Sean O'Hearn to approve Polco questions discussed, second by Village Trustee Stephanie Brassington.

7. SCHEDULE NEXT MEETING DATE.

Next meeting scheduled for November 27, 2018 at 6PM at the Municipal Center.

8. ADJOURNMENT.

Motion by CJ Behm, second by Village Trustee Shaun O'Hearn, to adjourn at 6:42PM

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Stephanie Miller
Communications Specialist



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, November 27, 2018

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Update regarding the recruitment for the Communications and Technology Director position.

PREVIOUS ACTION:

ISSUE SUMMARY:

At its meeting on November 12th, the Village Board unanimously selected Stephanie Miller to be the next Communications and Technology Director. She is currently a Communications Specialist for the Village and will transition to the full-time role as Director. It appears a start date will take place around mid-December.

Congratulations Stephanie on this appointment, and thank you to Andrew Day for filling in as the Acting Director during this time.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, November 27, 2018

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Technology Specialist position within the Communications and Technology Department.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

With the Communications Specialist moving to the Director position there will be two vacancies within the Department. Based on the funding that is to be approved for the Department in 2019, this creates some flexibility when attempting to structure the layout for these positions. Most notably it creates the opportunity to convert the part-time position of Technology Specialist to full-time if the soon to be vacant Communications Specialist is not filled. Essentially doubling the hours for this position was felt as an area of need to help provide more internal technical support within the organization and more resources for the new Director to carry out the Communications Plan. A revised job description is enclosed for discussion to discuss the status change and changes to the position description.

The Communications and Technology Committee will be reviewing this on November 27th followed by the Personnel Committee on December 3rd. The Village Board will have the final say when they meet on December 10th.

FINANCIAL/BUDGET IMPACT:

The total cost to change the status of this position is estimated at \$28,459. Most of this additional cost is made up by saving \$22,965 on not filling the vacancy of the Communications Specialist. The remainder of the different is made up through unrealized savings within the wages and benefits for the Department next year.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:



None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

It is recommended that the Committee recommend to the Village Board approval of the revised job description and status change for the Technology Specialist.

ATTACHMENTS:

1. 11.21.2018 - Tech Specialist - Job Description - mgs

Technology Specialist

POSITION DESCRIPTION

Position Title: Technology Specialist

FLSA: Non-Exempt

Department: Communications and Technology

Represented: No

Reports to: Communications and Technology Director

Employment Status: Full-Time

POSITION SUMMARY

Distinguishing Characteristics of the Class

This position is responsible for conducting the technical operations of McFarland's local PEG channel, WMCF, and providing audio-visual & technical support to the village as a whole. The work may involve occasional supervision of several part-time employees or volunteers. Due to the small size of the staff, however, the Technology Specialist performs most of the day-to-day technical tasks required of the position.

Supervision Received

Performs under the direction and general supervision of the Communications and Technology Director. May also receive indirect inquiries from other Village Staff members to respond to Communications and Technology issues within the organization.

Supervision Exercised

None.

DESCRIPTION OF WORK

Essential Duties and Responsibilities

- Operates video, audio, and related equipment used in the videotaping and production of WMCF programs.
- Assists the ~~C&T~~ Director in ensuring the reliability and technical quality of WMCF's broadcast signal and programming.
- Monitors the audio and video quality of programming and takes appropriate action to resolve problems. Troubleshoots and corrects equipment or technical problems.
- Assists with the documenting of internal policies, work methods, and procedures for use of in-studio and remote equipment.
- Maintains appropriate records and prepares required reports.
- May occasionally act as lead worker to audio-visual technicians during projects &

productions.

- Assists with the purchasing, maintenance, and replacement of technical equipment and supplies.
- Responds to citizen inquiries or complaints relating to technical aspects of WMCF services.
- Makes video and audio equipment owned by WMCF available for use by the community and trains people on the proper use and capabilities of the equipment.
- Provides technical support and/or audio/video taping services to other Village departments or serves as a technical resource to other Village departments on the design, purchasing, installation, maintenance, and operation of audio/video equipment, related cabling, hardware, software, network, and other related needs. ~~This does not include IT computer support.~~
- Assists the Director in working with the Managed IT Provider and Village Departments to coordinate and communicate hardware, software, and network issues with Village Departments.
- Assists with the oversight & maintenance of the Village phone system.
- Assists with the setup & use of the Emergency Operations Center (EOC).
- Performs other related duties as required.

Equipment Used

Specialized equipment associated with the taping, editing, production, and airing of cable television programming including video cameras, remote cameras, video server, audio mixer, DVD recorder, studio switcher, character generator, and video editing hardware/software. Operates projectors, sound systems, 35 mm and digital cameras, personal computer/printer with a variety of software applications, phone, copier, fax machine, motor vehicle.

Work Environment and Working Conditions

Works in normal office setting with moderate noise levels. Occasionally works in uncontrolled setting in Wisconsin weather conditions when taping in the field. Attendance or taping of evening meetings required. Requires moderate lifting and physical activity at times.

TECHNICAL REQUIREMENTS

Knowledge of

- Principles and practices of local cable access channel operations.
- Videography and the basics of television and video production.

- Video editing hardware, software, and techniques.
- Television studio operations.
- Computers, software, and character/graphics generators and their use in video production.
- Pertinent laws, regulatory codes, and municipal ordinances.
- The measures and standards by which the efficiency, effectiveness, and quality of PEG channel operations can be evaluated.

Ability to

- Interpret and implement policy and procedural direction from the Communications & Technology Director.
- Troubleshoot and repair or correct problems with cable equipment or technical operations.
- Operate audio and video production equipment.
- Use computers in the production of video cable programs.
- Plan, organize, and direct the work of subordinate personnel to accomplish specific projects.
- Stay abreast of current technology trends and forecast potential applications of those technology developments to the local cable station.
- Maintain necessary records and prepare required reports.
- Establish and maintain effective working relationships with co-workers. ~~the Communications & Technology Director, Administrator/Treasurer and other staff members, other governmental agencies, and the general public.~~
- Work independently with a minimum of supervision.
- Maintain a valid Wisconsin driver's license.

GENERAL COMPETENCIES

While performing the duties of this job, the employee is required to accomplish all of the tasks routinely associated with the performance of office type functions. In addition, the employee must be able to satisfy the following competency requirements.

- ◆ ANALYTICAL SKILLS: Identify problems and opportunities; review possible alternative courses of action before selecting one; utilize information resources available when making decisions.
- ◆ COMMUNICATION SKILLS: Communicate ideas and information effectively in both written and oral form.
- ◆ PROBLEM-SOLVING SKILLS: Develop feasible, realistic solutions to problems; recommend actions designed to prevent problems from occurring; refer problems to supervisor when necessary.
- ◆ ORGANIZATIONAL SKILLS: Establish systematic methods of accomplishing goals.
- ◆ READING ABILITY: Effectively read and understand information contained in memoranda, reports, ordinances, codes, regulations, technical manuals, bulletins.
- ◆ TECHNICAL COMPREHENSION: Ability to learn, adopt, and apply new technology, computer systems and software programs.
- ◆ ABILITY TO COMPREHEND AND FOLLOW INSTRUCTIONS: Effectively follow verbal or written instructions from supervisor.
- ◆ MATHEMATICAL ABILITY: Calculate basic arithmetic problems (addition, subtraction, multiplication, division) without aid of a calculator.
- ◆ TIME MANAGEMENT SKILLS: Set priorities in order to meet assignment deadlines.

REQUIRED MINIMUM QUALIFICATIONS

A high school diploma with an associates degree preferred in a field related to video production and broadcasting of television programming. A minimum of three (3) years practical experience in the technical operations of a television station with prior experience with the operation of a community PEG channel is highly desirable. ~~Any combination of education and experience which provides the required knowledge, skills, and abilities.~~ Any combination of education and experience which in the sole discretion of the Village would demonstrate the Employee's ability to meet the required knowledge, skills, and abilities for the position. Must possess or be able to obtain a valid WI driver's license.

NOTES

1. The job duties listed herein are intended only as illustrations of the types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
2. The work environment characteristics and physical demands described herein are representative of those that the employee encounters or must meet while performing the essential functions of this job. In compliance with the Americans with Disabilities Act, the Village will provide reasonable accommodations to qualified individuals with disabilities. The Village is an Equal Opportunity Employer.
3. The job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer as the needs of the employer and requirements of the job change. The Village retains and reserves any and all rights to change, modify, amend, add to, or delete from any section of this position description.

I hereby acknowledge that I have received a copy of and do understand the requirements of this position description with the Village of McFarland.

Dated this ____ day of _____, 20__.

Employee Signature

Department Head Signature

Created: January 7, 2016

Amended: December 10, 2018



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, November 27, 2018

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding revisions to the Organizational Chart for the Communications and Technology Department.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

With a new Director starting in December there are a few things to look at within the current Organizational Chart for the Department. It is proposed to eliminate the Communications Specialist, add those hours to the Technology Specialist and then fill out the rest of the Department as presented. If this action is approved, there remains one vacancy to fill and that is for an Audio/Visual Technician.

FINANCIAL/BUDGET IMPACT:

The Organizational Chart as presented for modification is projected to cost \$3,000 less than what is to be approved in the 2019 Budget. This is due to positive changes in assumptions for expected wages and benefits as well as restructuring the positions.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

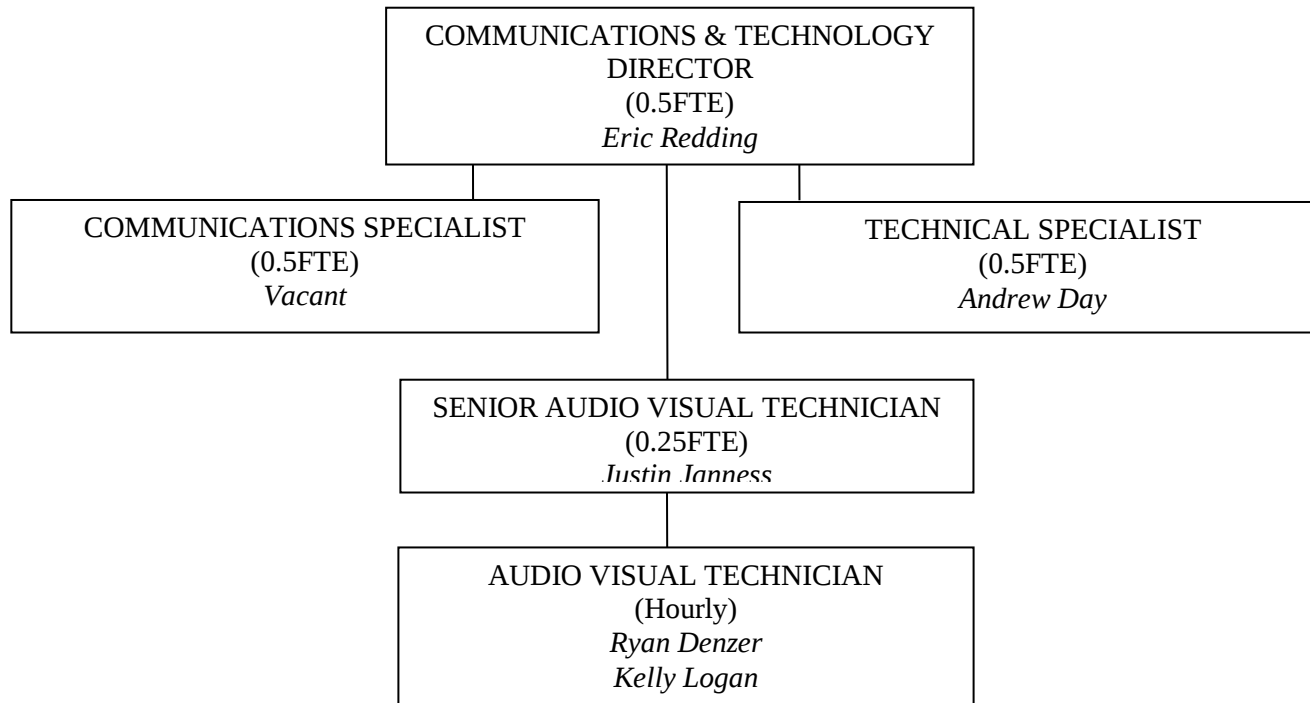
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for approval.

ATTACHMENTS:

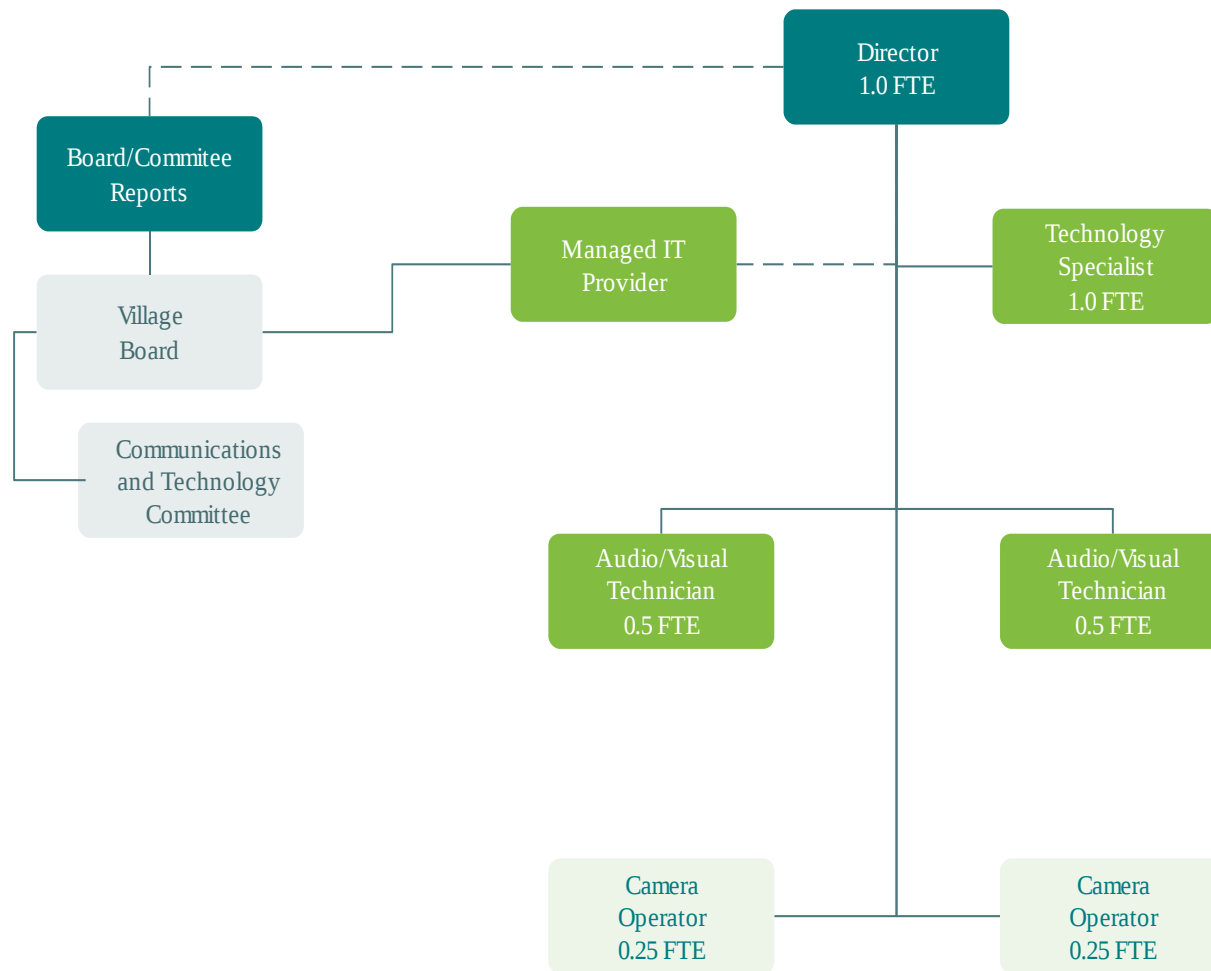
1. 01.07.16 Communications and Technology CURRENT
2. Comm Tech Organizational Chart 11212018 PROPOSED

Communications & Technology Department



COMMITTEE

Communications & Technology Committee



November 21, 2018
DRAFT