

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, November 26, 2019

6:00 PM

McFarland Municipal Center
Conference Room A

AGENDA

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Discussion and action regarding minutes of the regular meeting held on October 22, 2019.
4. BUSINESS.
 - a. Discussion and action to make a recommendation to the Village Board regarding a revision to the Organizational Chart for the Communications and Technology Department.
 - b. Discussion and action to make a recommendation to the Village Board regarding the position description and permission to fill the vacancy for the Production Assistant position within the Communications and Technology Department.
 - c. Discussion and action to make a recommendation to the Village Board regarding the position description for the Camera Operator position within the Communications and Technology Department.
5. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, December 24, 2019 at 6:00 pm
 - b. Tuesday, January 28, 2019 at 6:00 pm.
6. 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 22, 2019 - 7:00 PM

1. CALL TO ORDER, ROLL CALL.

Stephanie Brassington called the regular meeting of the Communications & Technology Committee to order at 7:00 PM in Conference Room A.

Members present: Ella Tschopik, Stephanie Brassington, Cole Younger, Jason Jasinski, Eric Kryzenske, Eric Kindschi

Members not present: CJ Behm, Blake Draper, Sean Braziel

Staff Present: Stephanie Miller, Andrew Day

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the September 24, 2019 meeting

Village Trustee Eric Kryzenske to provide various edits to be made in the September 24, 2019 minutes.

Motion by Village Trustee Stephanie Brassington, second by Cole Younger, to approve the minutes of the September 24, 2019 meeting. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and recommendation to Village Board for a written Polco policy.

Stephanie Miller discusses reason to implement a written Village policy for Polco usage.

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Eric Kryzenske, to recommend approval to Village Board for a written Polco policy. Motion carries 6 - 0 - 0 by acclamation.

b. Discussion and possible approval of Chapter 5 in Village Technology Plan.

Andrew Day gives overview on Chapter 5 of the Village Technology Plan.

Suggested edits from committee members to be made.

c. Discussion of latest Polco results. Creation and possible action to post new question(s) on Polco.

Stephanie Miller discusses answers from latest Polco question. The question focused on community feedback on The Lookout.

No creation of new Polco question was made.

5. STAFF REPORTS.

a. Technical Specialist updates.

Andrew Day provided updates on the following:

- Office 365 licensing and domain "clean up."
- New *Companion* software for sports broadcasts.
- Security camera server updates and new policy on future recordings.

b. Director updates.

Stephanie Miller provided updates on the following:

- Departure of Comm & Tech staff member, Lillie, who is taking a full-time job in Iowa.
- Potential thoughts of changing the department structure of staffing in the future.
- Finishing up of fall sports broadcasts and the upcoming winter sports broadcasts for boys and girls basketball. Looking for potential announcers to do hockey games.

6. SCHEDULE NEXT MEETING DATE.

a. Due to November and December holidays, recommendation to schedule next Communications and Technology meeting for Tuesday, January 28, 2020, at 6pm in Conference Room A of the Municipal Center.

Committee discussed and agreed that the next meeting will happen in January unless needed to meet beforehand.

7. ADJOURNMENT.

Motion by Eric Kindschi, second by Village Trustee Stephanie Brassington, to adjourn at 7:32 P.M.

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 R. Miller
Director



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, November 26, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT:

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

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Earlier this Fall the Department experienced a resignation for one of our part-time Audio/Visual Technicians. This individual filled this position for a short time period following a recruitment earlier in the year. The recruitment was not as robust as anticipated and prior to requesting the vacancy be filled, Staff has been analyzing the Department to see if the current layout is as efficient as it could be to provide its services.

The current Organizational Chart was approved about a year ago as part of the restructuring with the new Director position when that recruitment was completed about this time last year. It called for a full-time Director with a full-time Technology Assistant along with two half-time AV Technicians plus two quarter time Camera Operators. Similar to what we've done before, we are proposing to combine the two AV Technician positions into one position at three quarter time through the creation of the long vacant Production Assistant position.

This position is described in more detail in the next agenda item but would take on more responsibility to oversee and maintain programming of the Department in a similar fashion as the former AV Technicians were. This will make the position eligible for WRS as well as other prorated benefits including health insurance. The total budgeted hours would be a reduction from 1,040 x 2 positions versus 1,560 x 1 position.

FINANCIAL/BUDGET IMPACT:

Our analysis would suggest these changes are a cost neutral action, meaning that they do not affect the budget either positively or negatively. The total cost for wages and benefits within the Department for 2020 is set at \$171,764 for all positions. The additional costs for converting one of the AV Technician positions to a Production Assistant come in the form of a higher pay grade, additional hours, and added benefits. The Production Assistant is at Grade 6 versus



Grade 5 for the AV Technician and will go up in hours from 1,040 (half-time) to 1,560 (three quarter time). Further more the position will be eligible for WRS which costs 6.75% of the total wages plus pro-rated benefits for health, life, and disability insurance. The savings come from eliminating funding for the other AV Technician position which is a reduction in 1,040 budgeted hours and associated benefits. The total cost under this scenario is \$171,560 which in essence is a very slight savings compared to what is proposed budgetarily for 2020.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

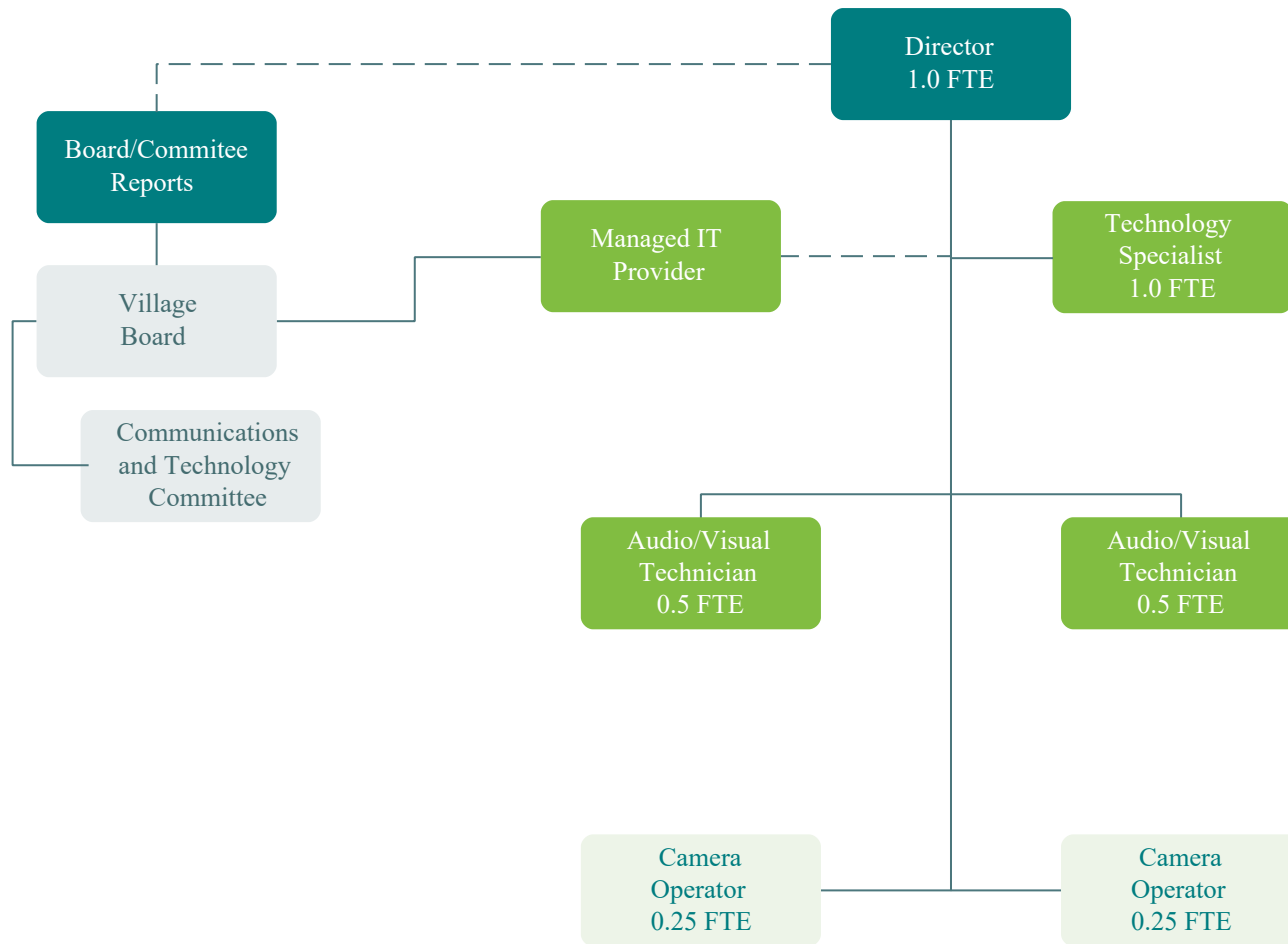
None.

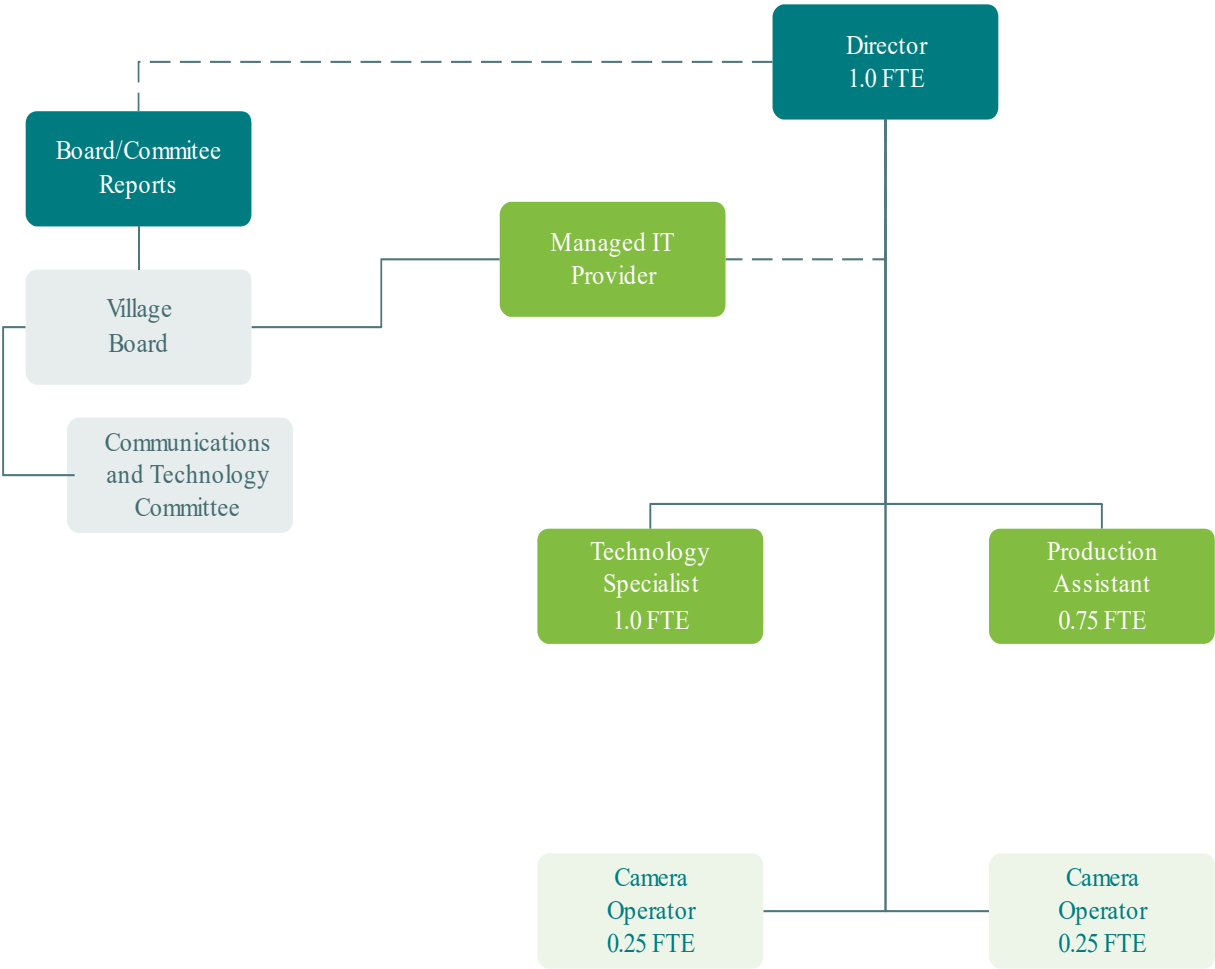
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

The Personnel Committee will evaluate at their meeting on December 2, 2019 and the Village Board would likely consider at their meeting on December 9, 2010. This item is presented for approval as a recommendation to the Village Board.

ATTACHMENTS:

1. Comm Tech Organizational Chart 12102018 APPROVED
2. Comm Tech Organizational Chart 11202019 PROPOSED







VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, November 26, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding the position description and permission to fill the vacancy for the Production Assistant position within the Communications and Technology Department.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Included within your packet is an update to the job description for the Production Assistant position. This has been vacant now for several years but it is proposed to update this description in order for it to take the place of two AV Technician positions. One of those positions is vacant and it is our intention to fill this position with the individual in the other AV Technician position. The position itself is similar to an AV Technician but has more responsibility in the production role as it relates to programming, filming, scheduling, etc. of the cable channel. The intent is that with more hours and a dedicated position for this purpose we can continue to produce and prepare original content on a consistent basis.

FINANCIAL/BUDGET IMPACT:

The position is at Grade 6 within the wage grid and with the changes proposed previously in the Organizational Chart the budgetary impact is neutral.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for approval.

ATTACHMENTS:

1. Production Assistant Updated 11.2019

COMMUNICATIONS & TECHNOLOGY PRODUCTION ASSISTANT

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POSITION DESCRIPTION

Position Title: Production Assistant	FLSA: Non-Exempt
Department: Communications & Technology	Represented: No
Reports To: Communications & Technology Director	Employment Category: Part Time

Deleted: Position Title: Cable Production Assistant → FLSA: Non-exempt
Department: Cable → Represented: No
Reports to: Cable Production Manager → Employment Category: Part Time

Deleted: Cable Technical Manager

POSITION SUMMARY

Distinguishing Characteristics of the Class

This position is responsible for recording and editing cable programs and for various routine responsibilities associated with the operations of cable station WMCF, McFarland's local PEG channel. The Production Assistant also holds responsibilities with various technical needs within the department, as well as other departments in the Village.

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Supervision Received

Performs under supervision of the Communications & Technology Director.

Deleted: Cable Program Manager and Cable Technical Manager.

Supervision Exercised

May oversee and lead other Camera Operators and/or Audio-Visual Technicians [during productions] [in some circumstances].

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Deleted: None.

DESCRIPTION OF WORK

Essential Duties and Responsibilities

- Operates video, audio, and related equipment used in the recording and production of WMCF programs.
- Records, edits, and distributes recordings of government meetings, community events, school events, and other content as determined by their supervisor.
- Assists with the installation and maintenance of video and audio equipment.
- May oversee various live and/or recorded productions.
- Creates, edits, and distributes visual and audio content.

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Deleted: Conducts routine operational procedures such as ingesting videos to the server, uploading video files to the video-on-demand hosting service, duplicating DVDs, and converting VHS tape formats to DVD formats.

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Equipment Used

Specialized equipment associated with the recording, editing, production, and airing of cable television programming including video cameras, remote cameras, video servers, audio mixers, studio switchers, and video editing software. Operates projectors, sound systems, digital cameras, computers with a variety of software applications, phones, printers, copiers, 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 events required. Requires moderate lifting and physical activity at times.

TECHNICAL REQUIREMENTS

Knowledge of

- * Videography and the principles and practices of video production.
- * Video editing software, and techniques.
- * Use of computers and software to create and manipulate video, images, and text.

Ability to

- † Operate video and audio production equipment.
- † Use computers in the production of programs.
- † Capture quality video and audio content for programs.
- † Troubleshoot and correct technical problems.
- † Follow standard departmental policies and procedures.
- † Establish and maintain effective working relationships with fellow employees and the general public.
- † Work independently with a minimum of supervision.
- † Maintain a valid Wisconsin driver's license.

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GENERAL COMPETENCIES

In carrying out the duties of this job, the employee is required to accomplish all of the tasks routinely associated with the performance of office-type functions

The employee must frequently lift and/or move up to 50 pounds and occasionally is required to perform heavy lifting and strenuous physical activity. The fine motor skills necessary to operate cameras and electronic video and audio equipment are required. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

- ◆ ANALYTICAL SKILLS: Identify problems and opportunities; review possible alternative course of action before selecting one; utilize information resources available when making decisions.
- ◆ COMMUNICATION SKILLS: Communicate ideas and information both in written and oral form.
- ◆ PROBLEM SOLVING SKILLS: Develop feasible, realistic solutions to problems, recommend actions designed to prevent problems from occurring.
- ◆ ORGANIZATIONAL SKILLS: Establish systematic methods of accomplishing goals.
- ◆ READING ABILITY: Effectively read and understand information contained in memoranda, reports, ordinances, statutes, 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.

DESIRED QUALIFICATIONS

A high school diploma and an associate's degree in a field related to production and broadcasting of television programming preferred; some practical or academic experience in the taping of television programs is desired; or any combination of training and experience which provides the required knowledge, skills, and abilities. Must possess or be able to obtain a valid WI driver's license.

Updated
11.20.19

Village of McFarland

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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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*
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.*

I hereby acknowledge that I have received a copy of and do understand the requirements of this position description. Dated this ____ day of _____, 20__.

Employee Signature

Department Head Signature

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VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, November 26, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT:

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

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Consistent with the Organizational Chart (whether Approved or Proposed), enclosed is the updated job description for the Camera Operator position. This was last considered in 2014 and currently filled by two individuals on a limited part-time basis. The position mainly helps out at remote filing (i.e. - sporting events) mainly for filming purposes. No significant changes are proposed, just an update.

FINANCIAL/BUDGET IMPACT:

There are two individuals within the Department for this purpose with the position. The position is listed at Grade 1 and each is budgeted at 520 hours per year (0.25 FTE). The funds are included in the 2020 Budget for this purpose and have been since the current organizational chart was approved in 2018.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for approval.

ATTACHMENTS:

1. Camera Operator Updated 11.2019

COMMUNICATIONS & TECHNOLOGY CAMERA OPERATOR

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POSITION DESCRIPTION

Position Title: Camera Operator	FLSA: Non-Exempt
Department: Communications & Technology	Represented: No
Reports To: Communications & Technology Director; Production Assistants	Employment Category: Part Time

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Position Title: Cable Camera Operator → FLSA: Non-exempt ¶

Department: Cable → → → Represented: No ¶

Reports to: Cable Production Manager → Employment

Category: Part Time ¶

→ Cable Technical Manager →

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POSITION SUMMARY

Distinguishing Characteristics of the Class

This entry level position is responsible for recording programs for cable station WMCF, McFarland's local PEG channel.

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Supervision Received

Performs under supervision of the Communications & Technology Director, as well as Production Assistants.

Deleted: Cable Program Manager and Cable Technical Manager.

Supervision Exercised

None.

DESCRIPTION OF WORK

Essential Duties and Responsibilities

- Operates video, audio, and related equipment used in the recording and production of WMCF programs.
- Records, edits, and distributes recordings of government meetings, community events, school events, and other content as determined by the their supervisor.
- Creates, edits, and distributes visual and audio content
- Offers additional assistance to Communications & Technology staff.

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Equipment Used

Specialized equipment associated with the recording, editing, production, and airing of programming including video cameras, remote cameras, video servers, audio mixers, and studio switchers. Operates projectors, sound systems, digital cameras, computers, with a variety of software applications, phone, printer, copier, motor vehicle.

- ~~Deleted:~~ taping
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Work Environment and Working Conditions

Generally works on production site with moderate noise levels. Occasionally works in uncontrolled setting in Wisconsin weather conditions when taping in the field. Attendance or taping of evening events required. Requires moderate lifting and physical activity at times.

TECHNICAL REQUIREMENTS

Knowledge of

- * Videography and the principles and practices of video production.
- * Video editing, software, and techniques.
- * Use of computers and software to create and manipulate video, images, and text.

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Ability to

- † Operate video and audio production equipment.
- † Use computers in the production of programs.
- † Capture quality content and video and audio inputs for cable programs.
- † Troubleshoot and correct technical problems.
- † Follow standard departmental policies and procedures.
- † Establish and maintain effective working relationships with fellow employees and the general public.
- † Work independently with a minimum of supervision.
- † Maintain a valid Wisconsin driver's license.

- ~~Deleted:~~ cable
- ~~Deleted:~~ minor

GENERAL COMPETENCIES

In carrying out the duties of this job, the employee is required to accomplish all of the tasks routinely associated with the performance of office-type functions

The employee must frequently lift and/or move up to 50 pounds and occasionally is required to perform heavy lifting and strenuous physical activity. The fine motor skills necessary to operate cameras and electronic video and audio equipment are required. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

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- ◆ 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.

DESIRED QUALIFICATIONS

Must be a minimum 16 years of age, some practical or academic experience in video production desired; or any combination of training and experience which provides the required knowledge, skills, and abilities. Must possess or be able to obtain a valid WI driver's license.

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Updated
11.20.19

Village of McFarland

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NOTES

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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.*

I hereby acknowledge that I have received a copy of and do understand the requirements of this position description. Dated this ____ day of _____, 20 ____.

Employee Signature

Department Head Signature