

**COMMUNICATIONS  
AND TECHNOLOGY  
COMMITTEE**

**Monday, November 16, 2020**

**5:30 PM**

**McFarland Municipal Center  
Community Room**

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

***PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:***

<https://us02web.zoom.us/j/81620553924>

***Or by Telephone:*** +1 (312) 626-6799

***Webinar ID:*** 816 2055 3924

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the September 22, 2020 Communications and Technology meeting.
4. BUSINESS.
  - a. Discussion and approval of new village website design by CivicPlus.
  - b. Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Production Assistant position within the Communications and Technology Department.
5. SCHEDULE NEXT MEETING DATE.
  - a. Monday, December 14, 2020 at 5:30 p.m.
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](mailto:cassandra.suettinger@mcfarland.wi.us).

VILLAGE OF MCFARLAND

**Communications & Technology Committee Minutes**

*Tuesday, September 22, 2020 - 6:00 PM*

**1. CALL TO ORDER, ROLL CALL.**

Trustee Brassington called the regular meeting of the McFarland Communications and Technology Committee to order at 6:00 p.m.

**2. PUBLIC APPEARANCES.**

No public appearances.

**3. APPROVAL OF MINUTES.**

*a. Motion to approve the minutes of the Communications and Technology Committee meeting from June 23, 2020.*

Motion by Eric Kindschi, second by CJ Behm, to approve the minutes of the Communications and Technology Committee meeting from June 23, 2020. Motion carries 4 - 0 - 1 by acclamation, with Trustee Kryzenske abstaining.

**4. BUSINESS.**

*a. Discussion and recommendation of Chapter 33 in the Personnel Policy Manual: Policy On Use Of Social Media.*

Director, Stephanie Miller and Village Clerk, Cassandra Suettinger, present and discuss reasons for need of updates to Chapter 33 in the Personnel Policy Manual regarding use of social media. The policy was last updated in 2014 and a lot has changed with social media since then. Miller walked through the edits that had been made within the document explaining reasons why. Miller discussed new chapter item, 33.04, and utilized examples of similar policies from ArchiveSocial and Adidas. Suettinger also alluded to reasons why this new portion of the chapter is being considered and that the Village Lawyer can look into first amendment rights when it comes to personal usage of social media.

Members of the committee made multiple suggestions for changes and edits to ultimately send to the Personnel Committee on October 5, 2020. The Committee made it known that they want to be the final group to look over this policy before sending it to the Village Board.

Motion by Eric Kindschi, second by Village Trustee Eric Kryzenske, to recommend Chapter 33 in the Personnel Policy Manual: Policy On Use Of Social Media. Motion carries 5 - 0 - 0 by acclamation.

**5. STAFF REPORTS.**

a. Update(s) from the Technical Specialist.

Technical Specialist, Andrew Day, discussed the following updates to the Committee:

- Mount Horeb cable channel assistance.
- Security assessment of the Village network and working with Elevity IT on ways to improve it.
- Plan for replacement of cable channel servers.
- Network outage from September 11, 2020.

b. Update(s) from the Director.

Director, Stephanie Miller, discussed the following updates to the Committee:

- Staffing - officially fully staffed; Youth Apprenticeship program with MHS.
- Social Media - continuing to gain more followers and reach, especially amidst pandemic.
- Website - Met with CivicPlus reps to discuss design plans for new Village website.
- Outlook Newsletter to release in Village-wide Thistle on Thursday, September 24, 2020.
- Productions - no live events, lots of meetings, Senior Outreach Luncheon performance, election video promos, as well as future projects with the Library, Police and Fire Depts.

**6. SCHEDULE NEXT MEETING DATE.**

a. Tuesday, October 27, 2020 at 6:00 p.m.

**7. ADJOURNMENT.**

Motion by Eric Kindschi, second by CJ Behm, to adjourn at 7:04 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 of Communications and Technology



**VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Monday, November 16, 2020

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion and approval of new village website design by CivicPlus.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

None



**VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Monday, November 16, 2020

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

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

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

Approximately one year ago, the committee discussed the updates to the Production Assistant position. The ultimate goal was for this position to replace the two, part-time (20-hour/week) AV Technicians. Due to timing and funding, the Production Assistant was only approved for 30-hours a week.

With the high demand of work within the department, and the loss of 10 hours/week due to compromise, the department is asking for committee approval on the change of the Production Assistant to go from part-time to full-time.

The attached PDF indicates this change in red.

This has been presented to the Village Board during various budget meetings and there has been no indication of not approving this change, though the Board will not be adopting the 2021 budget until Monday, November 23, 2020.

The Personnel Committee will also need to address and approve of this position change at their next meeting on Monday, December 7, 2020. Therefore, going to the Village Board for final approval on Monday, December 14, 2020. If all is approved within the presented timeline, the Production Assistant position can take full time status starting on January 1, 2021.

**FINANCIAL/BUDGET IMPACT:**

The added cost of 10-hours additional hours per week have been included in the 2021 Drafted Budget.

**VILLAGE PLAN REFERENCE:**



**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. 11.09.2020 - Production Assistant - Job Description mgs

# Production Assistant

## POSITION DESCRIPTION

**Position Title:** Production Assistant **FLSA:** Non-Exempt  
**Department:** Communication and Technology **Represented:** No  
**Reports to:** Communication and Technology Director **Employment Status:** Full-Time

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## POSITION SUMMARY

### **Distinguishing Characteristics of the Class**

This position is responsible for recording and editing cable programs to be featured on WMCF and YouTube channels. WMCF is the Public, Education, or Government (PEG) Channel for the Village of McFarland. These channels feature all that is happening within the Community of McFarland including: local sports broadcasts, concerts, community events, recreational opportunities, marketing, government meetings, and more. The Production Assistant also holds additional responsibilities including: various tasks associated with the operations of cable stations, technical needs within the Department, as well as technology support provided within the Organization.

### **Supervision Received**

Performs under the direction and general supervision of the Communications and Technology Director.

### **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 their Supervisor.
- Assists with the installation and maintenance of video and audio equipment.
- May oversee various live and/or recorded productions in the absence of the Director.
- Creates, edits, and distributes visual and audio content.
- Responsible for still photography to support operations as needed and assigned.

- Assists Technology Specialist with various aspects of maintaining technology infrastructure of the Village.
- May also respond to Communications and Technology related issues within the organization.
- Performs other duties as required.

### **Equipment Used**

Specialized equipment associated with the recording, editing, production, and airing of cable television programming including video cameras, remote cameras, video servers, audio mixer, studio switcher, and video editing software. Operates projectors, sound systems, digital camera, computer with a variety of software applications, phones, printers, copiers, fax machine, and motor vehicle.

### **Work Environment and Working Conditions**

Works in normal office setting with moderate noise levels. Occasionally works in an outdoor setting in uncontrolled weather conditions when holding a production in the field. Attendance of recording various evening events is required. Requires moderate lifting and physical activity at times.

## TECHNICAL REQUIREMENTS

### **Knowledge of**

- Principles and practices of local cable access channel operations.
- Videography as well as the principles and practices of video production.
- Video editing software and techniques.
- Television studio operations.
- Use of computers and software to create and manipulate video, images, graphics, and text.
- Pertinent law, regulatory codes, and municipal ordinances.
- The measures and standards by which the efficiency, effectiveness, and quality of PEG access channel operations can be evaluated.

### **Ability to**

- Operate video and audio production equipment.
- Use computers in the production of live or recorded cable programs.

- Capture quality video and audio content of productions for programs.
- Troubleshoot and correct technical problems.
- Interpret and implement policy and procedural direction from the Director.
- 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.

### 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 may 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 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 or GED equivalency. An associate's degree in a field related to production and/or cablecasting of television programming preferred. A minimum of three (3) years experience in videography or local cable access is desired. 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: May 1, 2014

Amended: December 9, 2019  
December 14, 2020