

VILLAGE OF MCFARLAND

Communications & Technology Committee Minutes

Tuesday, September 28, 2021 - 6:00 PM

1. CALL TO ORDER.

Trustee Carrie Nelson called the regular meeting of the Communications & Technology Committee to order at 6:00 PM.

Members present: Ella Tschopik, CJ Behm, Cole Younger, Eric Kindschi, Blake Draper, Andrew Felt, Carrie Nelson

Members not present: Michael Flaherty, Jason Jasinski

Staff Present: Nicholas Boucher, Andrew Day, Stephanie Miller

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the June 22, 2021 meeting.

Motion by Village Trustee Carrie Nelson, seconded by Member Eric Kindschi, to approve the minutes of the June 22, 2021 meeting. Motion carries 7 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and possible action to approve the draft document for the McFarland Cable Underwriting Policy.

Production Assistant, Nicholas Boucher, presented new draft documents regarding underwriting for the McFarland cable channel and broadcasts. Boucher's documents were provided by the Village Lawyer, Attorney Daniel Evans.

Member Eric Kindschi commented that overall, the policy looks good and likes the idea of underwriting within the cable operating guidelines. He also requested that more information be brought forward to the next meeting, which the committee unanimously agreed on.

A question of whether to start with the Village fiscal year or with the school year was mentioned. The committee suggested that organizations should just be able to submit when they're ready and not wait based on a certain time period.

Other questions included whether to only offer with specific sports, as well as looking further in to section (IV, f) and the time allotted.

Ideas and concerns that were mentioned included:

- Starting out simple
- Logo on score graphic versus showing only at beginning and end of broadcast

- Avoid crossing the line of advertising
- How many people stick around after a game has ended and to consider that within the policy

No action was made. Further discussion will be brought to October 2021 meeting.

b. Discussion and possible action to approve an updated Community Calendar Policy.

Director, Stephanie Miller, presented the current Community Calendar policy and discussed some language that needed updating since being approved in February of 2021. The three items needing updates included, item 2, "24 business hours," item 7c, "commercial or marketing events," and item 10, "community calendar remaining separate from other calendars."

The committee decided that item 2 be updated to say, "3 business days."

For item 7c, the committee decided that it should still remain at the discretion of the director, but to also change it say, "commercial or marketing events without a community aspect."

Lastly, the committee decided that item 10 should still remain, but encouraged utilizing the cross promotion aspect that is available within the CivicEngage calendar module.

No action was made.

5. STAFF REPORTS.

a. Technical Specialist update.

Technical Specialist, Andrew Day reported on the following department updates:

- School Board equipment installation
- Phone system outage from September 13, 2021
- Spiceworld virtual conference
- Cellular booster at the Public Works Center
- Cablecast updates
- Watchguard installation
- Carousel bulletins
- SnipeIT installation

b. Director update.

Director, Stephanie Miller reported on the following department updates:

- Village social media and recent analytics
 - Instagram

- Facebook
- YouTube
- Newsletters
 - The Lookout - analytics: total subscribers and open rate
 - The Outlook fall/winter release
- Events and productions
 - Government meetings
 - Fall athletics
 - Throwback Thursdays
 - Senior Film Fridays
 - Public Works hydrant flushing and line painting
 - Library New Year's Eve variety show

6. SCHEDULE NEXT MEETING DATE.

a. Tuesday, October 26, 2021 at 6 p.m.

7. ADJOURNMENT.

Motion by Village Trustee Carrie Nelson, seconded by Member Eric Kindschi, to adjourn at 7:19 PM.

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