

VILLAGE OF MCFARLAND

**Communications & Technology Committee Minutes**

*Tuesday, October 26, 2021 - 6:00 PM*

**1. CALL TO ORDER.**

Trustee Mike Flaherty called the regular meeting of the Communications & Technology Committee to order at 6:00 PM in Conference Room A.

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

Members not present: Jason Jasinski, Cole Younger

Staff present: Stephanie Miller, Andrew Day, Nicholas Boucher

**2. PUBLIC APPEARANCES.**

No public appearances were made.

**3. APPROVAL OF MINUTES.**

*a. Motion to approve the minutes of the September 28, 2021 meeting.*

Motion by Village Trustee Carrie Nelson, second by Member Eric Kindschi, to approve the minutes of the September 28, 2021 meeting. Motion carries 6 - 0 - 1 by acclamation, with Michael Flaherty abstaining.

**4. BUSINESS.**

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

Production Assistant, Nicholas Boucher, presented updated draft documents regarding underwriting for the McFarland cable channel and broadcasts. Boucher discussed the addition of replayability from legal consultation. Boucher recognized and showed the current cable operating guidelines (2014) as requested from committee members at the last meeting. Boucher consulted legal consultation regarding showing logos throughout various broadcasts, not just during breaks, and it was advised that the cable station should not do that as it toes the line with advertising.

Boucher presented a draft document that will be provided to potential sponsors and the packages that will be offered.

Member Blake Draper inquired about where the money will defer to and if those funds will go directly back into broadcasting. Boucher answered, saying that those funds will go back into broadcasting, such as graphics, computer-related items, equipment, and volunteer commentators, which is the cable station's first priority.

Motion by Member Eric Kindschi, second by Village Trustee Carrie Nelson, to approve the drafted document for the McFarland Cable Underwriting Policy. Motion carries 7 - 0 - 0 by acclamation.

*b. Discussion and feedback on the "Computer Specifications and Lifecycles" document.*

Technical Specialist, Andrew Day, presented a new document which will replace the

previously approved technology plan presented to the committee back in 2019. The tech plan brought forth policies, procedures, and inventory regarding the Village, but after discussion with staff, inventory and procedures are not items that need to be brought to the committee, only policy. Therefore, an updated document specifically regarding computer specifications and lifestyles guidelines was brought to the committee for discussion only, as the document will need updating as time goes on and technology evolves. Day requested feedback from the committee regarding the document. Feedback provided:

- Member Ella Tschopik - 4GB memory is not recommended when looking at a minimum for Windows 11. Tschopik recommended 8GB being the minimum. Member Blake Draper seconded that recommendation.
- Member Andrew Felt - include the M1 chip, or better, for any staff who are Apple users.
- Trustee Carrie Nelson - agrees with the 4 to 6 years lifecycle

No action was taken.

## **5. STAFF REPORTS.**

### *a. Technical Specialist Update.*

Technical Specialist, Andrew Day only had one item to report on regarding technical updates. This item was regarding the Police Department copier upgrade.

### *b. Director update.*

Director, Stephanie Miller reported on the following department updates:

- Village social media and recent analytics (Instagram, Facebook, YouTube, The Lookout (e-newsletter))
- Other events and productions
  - Hybrid meetings and training staff to host Zoom Webinars
  - Recognized as Wisconsin Community Media's "Media Center of the Month" for the month of October
  - Fall varsity athletics
  - Throwback Thursdays, 13 Nights of Halloween, Senior Film Fridays, and E.D. Locke Library's New Year's Eve Variety Show

Trustee Mike Flaherty inquired about analytics on cable channels, as well as how many households are being reached with social media information. He mentioned that the committee should keep this in mind in how we continue to keep residents engaged with all of the platforms that the Village offers information.

## **6. SCHEDULE NEXT MEETING DATE.**

### *a. To be determined.*

Due to the holidays, the committee decided to leave the next meeting date "to be determined" and will only meet in November and December if absolutely necessary.

Otherwise, they will reconvene in 2022.

**7. ADJOURNMENT.**

Motion by Village Trustee Carrie Nelson, second by Member Blake Draper, to adjourn at 6:30 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