

CITY OF KENOSHA – TECHNOLOGY COMMITTEE
Meeting Minutes – February 24, 2010

A meeting of the Technology Committee was held on Wednesday, February 24, 2010 in Room 202 of the Kenosha Municipal Building. The meeting was called to order at 6:11 PM by Chairman Ray Misner. The following members were present: Vice Chairman Michael Orth and Alderman David Bogdala. Alderman G. John Ruffolo was previously excused. City Administrator Frank Pacetti and City Attorney Ed Antaramian were present.

It was moved by Alderman Bogdala, seconded by Alderman Orth, to approve the minutes of the meeting of October 29, 2009. Motion carried unanimously.

It was moved by Alderman Bogdala, seconded by Alderman Orth, to take item #5 out of order. Motion carried unanimously. (See item #5).

- 1) *Update on the City of Kenosha website.*
Mr. Pacetti spoke and said changes to the aldermanic websites have been made as requested. He recommended branding the city, doing the strategic planning and research that is necessary in that process, before redesigning the website. Committee members agreed that many of the enhancements to the website demonstrated by the presentations tonight can be done in-house. Ruth Schall said that since the committee members had been impressed with some of the features on the webpages of Milwaukee aldermen, she had contacted the City of Milwaukee and learned that they have one person dedicated to the aldermen webpages. ComSys can extend the aldermen's webpages to include events, notices, public meeting notices, etc. Alderman Bogdala said we should determine how much of what we want can be done in house and how much it is going to cost if we outsource. Alderman Orth agreed that we should move forward slowly and not spend money that we don't have.

- 2) *Discussion on the combining of City owned cable channels and the management to be taken over by the City with the authority and oversight being vested in the Technology Committee as well as current and future funding of channel 14.*
Mr. Pacetti explained the history of the PEG access channels provided by Time Warner. There was some discussion on the impact of recent state legislation which will usurp existing agreements effective January 1, 2011. There is language declaring that if PEG access channels existed *before* the state legislation was enacted, they must still be provided after it goes into effect. Although the franchise agreement will no longer be in effect and the incumbent provider has the option to continue providing space and equipment, as Time Warner has done thus far. However, they are not *required* to do so. Jeff Baas, President of Kenosha Community Media, said they do not want to lose Channel 14 as it is a wonderful community asset. KCM is looking at ways to raise funds through sponsorships similar to those seen on public television channels. Jeff Roberts, KCM board member, said that combining the channels would not be beneficial, since 14 is a community access channel and not a government channel. Last year, KCM members provided 535 hours of editing, had 161 camera checkouts, 480 hours of studio production, provided 37 shows every month, and has nearly 60 volunteer producers. Jason Rimkus, Media Coordinator, commented on the increase in activity since 2004 and noted partnerships with the Boys & Girls Club, Arts & Humanities Alliance, Carthage College, Kenosha News, the Mary Lou & Arthur Mahone Fund, and the Kenosha Public Library, to name a few. It is a great forum for the community. Jerry Ball is an access producer and talked about ways that other communities are raising money, including making and selling advertising, selling paid programming during down time, and having the channel run by University of Wisconsin students. He suggested we should consider following other models. John Bloner answered questions and mentioned that equipment is needed to stream to the web. Ray Forgianni, member of AHA, said the access channel is a benefit to the community and produces jobs and provides a venue for the creative class.
Alderman Misner spoke, saying there are a number of concerns regarding the future of Channels 14 and 25; the committee has been looking at PEG channels for some time and would like to make Channel 25 more useful and more entertaining to watch. Suggested that

CITY OF KENOSHA – TECHNOLOGY COMMITTEE
Meeting Minutes – February 24, 2010

there be segments on Parks, public service announcements from the Police & Fire chiefs, etc. However, the item on this agenda was worded improperly. He wants to clarify that the committee is not interested in controlling channel 14 lineup or content. They are merely concerned about costs and want to explore what they can do to ensure that Channel 14 is around in the future. There is an opportunity to do this as a partnership. How long would Channel 14 survive in their current location? There are many City properties sitting vacant and perhaps we could allow one of those properties to become a studio in the event that Channel 14 finds itself homeless. The Committee would like to be a bigger part of utilizing resources to the best advantage of all parties.

However, producers and shows have the responsibility to be fair and responsible in what they say on their programs. The Committee would like to see policies in place to be certain that programming is factual and responsible to the constituents. Most major cities have committees that oversee access television and promote the success of the entire program.

Alderman Bogdala is looking for financing details and wants to understand the financial aspect. He is interested in making government more accessible to the general public and better utilizing the channels we currently have by developing fundraising partnerships with other organizations and combining resources.

Alderman Orth thinks it is important to move forward in finding new funding. The committee cannot administer or manage a TV channel. However, community partnerships can be developed in many different ways, suggesting Carthage and KUSD as possibilities. Also Kenosha Area Convention and Visitors Bureau may be a source.

It was requested that copies of the Technology Committee agenda be provided to members of the Kenosha Community Media board members whenever this issue is placed as an agenda item.

3. *Discussion on new rules to be established by the Technology Committee for public access shows and how they collect and use sponsorship money.*

Moving forward, new rules should be put in place and be reviewed quarterly.

4. *Discussion and possible action to establish City Hall based phone numbers for Aldermen for official business.*

Alderman Misner said that since these are elected positions and people holding office change from time to time, for the sake of continuity, there should be one phone number with access to voicemail. Personal phone numbers would not have to be listed and updated and the caller could punch in the aldermanic district or last name to contact the appropriate alderman. Mr. Pacetti said he would look into the legal aspect of this with regard to whether or not a personal phone and home address of alderpersons has to be disclosed to the public. Ruth Schall will look into the costs.

5. *Scheduled Presentations*

Presentations were made by Scott Dickmann, Regional Account Manager with CivicPlus; Chris Musielak, Account Executive for GovQA; and Peter Selden, VP of Sales for E-Gov Link. All will follow-up with further information and material via email.

6. *Other Business*

Ruth Schall introduced Kathy McAuliffe. Kathy purchased ComSys on the first of the year. Mr. Pacetti told the committee that Google is looking for a municipal broadband partner to collaborate on an ultrahigh speed broadband network project. The City of Kenosha intends to apply.

There being no further business to come before the Technology Committee, it was moved, seconded and unanimously carried to adjourn at 9:25 PM.