

## **UPTV Commission Minutes 03-14-08**

**Members Present:** Barbara Gladney, David Adcock, Greg Boozell, Danielle Chynoweth, Carol Inskeep and Dana Mancuso

**Members Absent:** Durl Kruse and Peter Resnick

**Staff Present:** Bill DeJarnette and Kate Gorman

The meeting was called to order by Chair Gladney at 12:05 p.m.

Chair Gladney noted a quorum was present, and recommended that the minutes be approved.

Commissioner Adcock motioned to approve the minutes for January 18, 2008. Commissioner Boozell seconded this motion.

Chair Gladney asked if there was any correspondence that needed the Commission's attention. Kate Gorman replied there was none.

In the Staff Report, Gorman announced five new locally produced series programs running on UPTV and the station's community and city organization involvement which included the MLK 2008 Celebration, the City of Urbana 175<sup>th</sup> Birthday Celebration and the Public Works Storm Water Forum. Gorman also gave an update on the formation of the Public Access Cable Advisory Committee, stating many potential members were invited and the first meeting should take place in early April.

Chair Gladney added the Public Access Cable Advisory Committee is being formed jointly between Urbana and Champaign to address the creation of a 5<sup>th</sup> public access channel on the advice of the Community Needs Assessment submitted by the cable consultant.

Bill DeJarnette opened the UPTV Budget Discussion by explaining the budget handouts provided. The first sheet was an equipment budget projection for the next 5 years based on current operations, increasing public access equipment needs and anticipating the HD conversion in the future.

Chair Gladney added that the projected operating budget is based on the current franchise agreement of 2%. DeJarnette agreed and added that the percentage would not change, even with the new Illinois laws concerning cable franchising.

Commissioner Boozell asked, regarding the HD conversion, if the cable operator would be willing to carry a high definition signal for public access.

DeJarnette replied true HD will probably not be necessary, but the station wishes to get the highest resolution possible to broadcast.

Commissioner Boozell commented that even if UPTV is not HD now or in the immediate future, if the station wishes to distribute an HD signal, the cable provider should support the station with the necessary bandwidth.

Commissioner Chynoweth asked about the reduction in the available salary for an Outreach Coordinator.

Gorman replied that with the recent changes in staffing, both the Station Manager and the Production Coordinator have added outreach as an important component to the positions. UPTV wants to create an internship position to help with day-to-day maintenance of the station as well as extend UPTV's office hours to evenings and weekends.

Commissioner Chynoweth asked if the projected budget provides adequately for camera and editing equipment needed for increasing public access use.

DeJarnette responded that digital editing equipment had replaced all out-of-date video editing equipment, and plans for a 3<sup>rd</sup> editing station were in the works. UPTV now offers smaller consumer cameras for public access use, raising the number of available cameras to 5.

Chair Gladney asked if the Urbana Free Library was getting support from UPTV for potential programming.

DeJarnette replied that fiber cables were being installed to the library, making live broadcasts from the library possible.

Chair Gladney mentioned the publicity portion of the projected budget and asked what efforts were being made to promote UPTV to the community.

Gorman responded publicity was a priority, and that direct contact through mailings with UPTV letterhead was working well.

Commissioner Boozell asked what UPTV's public hours are.

Gorman replied the UPTV office is open from 8:00 a.m. to 5:00 p.m. Monday through Friday with flexibility if a member makes an appointment.

Commissioner Boozell recommended making hours more flexible to include more evening and weekend hours for the members of the public who work during the day. Boozell understood that the Chambers are often occupied during the evening, but asked if there was a way for members to use the facilities after hours.

DeJarnette responded the UPTV office has a back door access, and stated the most important part of evening and weekend hours would be establishing regularity and promoting those times.

Commissioner Boozell suggested including portable editing stations on laptop computers to help make editing stations more available for members. DeJarnette agreed with this idea. Boozell also requested an outreach report, detailing public access equipment use, organization contact and programming generation. Boozell went on to recommend media trades as being an effective method of station promotion.

Chair Gladney concurred with Commissioner Boozell's request for an outreach report, stating the report would be useful for the Public Access Cable Advisory Commission's efforts.

Chair Gladney asked when the new City of Urbana budget would be adopted. Ron Eldridge responded from the audience that it would be July 1<sup>st</sup>.

Chair Gladney opened the Policies and Procedure Update by asking the Commissioners if they had any additional revisions to the manual. Chair Gladney then outlined a few of the major changes to the manual including disclaimers in front of programming to distinguish the three types of programming (public, educational and governmental) on UPTV. Gorman stated that the new revision more clearly defined the rules for local and non-local public access programming.

Chair Gladney then opened discussion on the UPTV Mission Statement, and proposed that no mission statement be finalized until the 5<sup>th</sup> channel discussions had been resolved. No Commissioner objected to tabling discussion of the UPTV Mission Statement.

Chair Gladney then moved that the revised Policies and Procedures Manual be sent to the City Council. Commissioner Adcock seconded, and the Commission voted unanimously to send the manual to Council.

Commissioner Chynoweth reopened discussion of the projected budget for UPTV, asking for clarification on the Vehicle Equipment Reserve Fund (VERF) item. Chynoweth commented that the VERF fund allocation went from 10,000 in 2005 to 23,000 in 2007 and wanted to know why PEG funds were part of the VERF allocation.

Bill DeJarnette responded that the VERF transfer has always been 22,000, but in 2005-06 the Outreach Coordinator position required the VERF transfer be lowered to cover the costs of the salary for that year alone. DeJarnette explained that the PEG funds transferred into VERF were specifically allocated for UPTV equipment and other expenses, and stay intact as part of UPTV's total budget.

Chair Gladney began the update on the Franchise Renewal, stating that the committee had met several times with the cable consultant over the phone, and requested any information from the Commissioners that may be helpful during these negotiations.

Commissioner Boozell asked if the committee was speaking with the cable operator or organizing themselves for later negotiations.

DeJarnette responded that the cable consultant was helping the committee prepare for the actual negotiations that will take place later this year, and making sure the paperwork accurately represents what Urbana and Champaign want from the cable provider.

Commissioner Boozell asked if the representatives of the cable operator will be local employees or from the head offices. DeJarnette responded that it would be a blend of both.

Commissioner Chynoweth reopened discussion about the Public Access Cable Advisory Committee, and Chair Gladney expressed that she would prefer not to be on the advisory committee and instead assist with any information or advice she could offer. DeJarnette stated that a balance of interested parties would be struck in the advisory committee's membership to ensure equal representation. Chair Glandney asked what time of day the meetings would be held. Gorman replied that they would be held during the normal workday.

Commissioner Boozell asked for a better idea of what the advisory commission would do. Commissioner Chynoweth clarified that the function of the advisory committee would be to determine the resources available to set up and run a 5<sup>th</sup> channel station and what each interested party would offer to a stand alone public access facility.

The next meeting was set for Friday, June 13<sup>th</sup> at 12:00 p.m.

The meeting was adjourned at 12:55 p.m.