

## Video Production



Municipal Producer, Trevor Scholl, completed three productions in October. The shows include two episodes of Mayor’s Minutes and a business profile. Programs were also produced by Danika Peterson, Rusty Ray and T.J. Tronson for the city channels. Trevor reaches out to city officials and department contacts, every month, regarding potential programming for the channels. City staff and elected officials are encouraged to contact Trevor with any ideas or requests for programming.

### ▪ October Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Mayor’s Minutes: Circle Pines Fall 2021	Trevor Scholl	00:07:23
Waldoch Farm Fall Garden Tips	Trevor Scholl	00:08:20
Mayor’s Minutes: Blaine Fall 2021	Trevor Scholl	00:07:28
Local Decision 2021: Lino Lakes Mayor	Danika Peterson/Rusty Ray	00:19:10
Local Decision 2021: Circle Pines City Council	Danika Peterson/Rusty Ray	00:25:25
Local Decision 2021: Circle Pines Mayor	Danika Peterson/Rusty Ray	00:18:30
Local Decision 2021: Lino Lakes City Council	Danika Peterson/Rusty Ray	00:47:48
Local Decision 2021: Spring Lake Park School Board	Danika Peterson/Rusty Ray	00:52:05
Local Decision 2021: Anoka-Hennepin School Board District 4	Danika Peterson/Rusty Ray	00:37:58
Anoka County Board Meeting (10/12/21)	T.J. Tronson	01:40:18
Anoka County Board Meeting (10/26/21)	T.J. Tronson	00:57:20

Some projects that Trevor is working on or is scheduled to produce include:

- More fall Mayor’s minutes
- Blaine Business Council Interviews
- Veterans Day event
- Blaine staff training videos
- Re-formatting Carousel videos for Spring Lake Park channel
- Centerville business profiles
- Profiles focused on new businesses

# Equipment Consulting/Technical Support

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## **Blaine**

- No assistance required.

## **Centerville**

- No assistance required.

## **Circle Pines**

- No assistance required.

## **Ham Lake**

- No assistance required.

## **Lexington**

- 10.27.21: Worked on audio issues. Set mics at appropriate levels. Showed Chris how to turn the chamber speakers down and how to start the streaming device. Ordered some lav mics.

## **Lino Lakes**

- No assistance required.

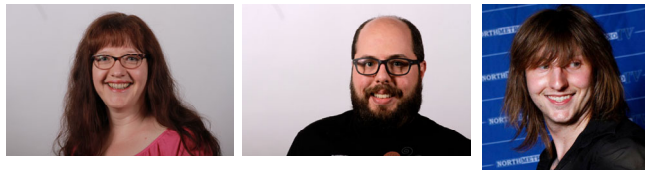
## **Spring Lake Park**

- 10.5.21: HDMI cable at dais not working. Podium HDMI cable also not working. Adjusted scan converter to fix podium issue. Found Crestron convertor not powered up under dais. Replaced power adapter.
- 10.25.21: Monitors not working on dais. Found disconnected power supply. Adjusted so it won't happen again. Brought Wanda a spare Crestron power adapter in case another one goes.
- 10.25.21: Reported Makito X transmission problem.
- 10.26.21: Restarted Makito X and logged into system to verify functionality. Brought power supply for AJA power adapters. Good to have spares as they seem to go out often.

## **All Cities**

- No assistance required.

## Channel Management



Programming Coordinator, Michele Silvester, along with help from Eric Houston, and Trevor Scholl, is responsible for processing and scheduling the programming on the City channels. There are three categories of programs that are scheduled on the City channels; live and replayed meetings, NMTV staff created video content, and informational graphics pages. All categories of programming must be encoded, scheduled, and entered into the Tightrope playback system or entered into the Carousel video files. As each live meeting is being recorded at City Hall, it is routed to the North Metro TV head-end and then sent out over the cable system live. At the same time it is also encoded on a server for future playbacks. The following meetings were processed in October:

<b>Title</b>	<b>Producer</b>	<b>Runtime</b>
Blaine City Council Meeting (10/4/21)	T.J. Tronson	01:51:10
Blaine Planning Commission Meeting (10/12/21)	T.J. Tronson/Isaac Quick	00:05:11

Blaine City Council Meeting (10/18/21)	Trevor Scholl	00:49:32
Blaine Natural Resources Conservation Board Meeting (10/19/21)	Isaac Quick	01:18:28
Blaine Park Board Meeting (10/26/21)	Isaac Quick	01:13:39
Centerville Planning & Zoning Meeting (10/5/21)	Matt Waldron	02:34:03
Centerville Park & Rec Meeting (10/6/21)	Trevor Scholl	01:41:15
Centerville City Council Meeting (10/13/21)	Teresa Bender	02:31:50
Centerville EDA Meeting (10/20/21)	Rusty Ray	01:34:58
Centerville City Council Meeting (10/27/21)	Teresa Bender	01:17:36
Circle Pines City Council Meeting (10/12/21)	Patrick Willson	01:10:42
Circle Pines Utility Commission Meeting (10/20/21)	Patrick Willson	00:50:35
Circle Pines City Council Meeting (10/26/21)	Patrick Willson	00:42:59
Ham Lake City Council Meeting (10/4/21)	Patrick Willson	01:52:42
Ham Lake Planning Commission Meeting (10/11/21)	Patrick Willson	00:31:02
Ham Lake City Council Meeting (10/18/21)	Patrick Willson	00:31:34
Lexington City Council Meeting (10/7/21)	Lexington Staff	00:40:37
Lexington City Council Meeting (10/21/21)	Lexington Staff	00:09:22
Lino Lakes City Council Meeting (10/11/21)	Anne Serwe	00:35:58
Lino Lakes Planning & Zoning Meeting (10/13/21)	Anne Serwe	01:58:32
Lino Lakes City Council Meeting (10/25/21)	Anne Serwe	00:26:30
Lino Lakes Environmental Board Meeting (10/27/21)	Anne Serwe	01:09:42
Spring Lake Park City Council Meeting (10/4/21)	Danika Peterson	01:01:35
Spring Lake Park City Council Meeting (10/18/21)	Eric Houston	00:50:28
Spring Lake Park Planning Commission Meeting (10/25/21)	T.J. Tronson	00:32:15
<b>25 New Programs</b>		<b>28:02:15 New Hours</b>

Meetings are scheduled for replay based on schedules requested by each City. Additional longer-length video programming, produced by NMTV staff, is also scheduled on the channels. With the arrival of the Carousel units, shorter-length videos and promos are loaded onto those devices, rather than being scheduled as separate playbacks. The short videos cycle through, with graphics pages, and play on the channels whenever a scheduled program is not playing. Depending on whether a City selected the split screen or full screen Carousel option, the shorter videos are cycling 24 hours a day. The table below outlines how many times a longer-length video program was entered into the Tightrope system, and played back on each City channel.

<b>City</b>	<b>Number of Times Programs Played</b>	<b>Hours Programmed on Channel</b>
Blaine	201	205:28:38
Centerville	59	128:56:21
Circle Pines	301	189:25:59
Ham Lake	125	110:23:52
Lexington	103	61:45:09
Lino Lakes	234	156:40:15
Spring Lake Park	191	180:01:56
<b>Totals:</b>	<b>1,214 Program Playbacks</b>	<b>1,032:42:10 Hours of Video Programming on Channels</b>

The last category of programming on City channels consists of bulletin board, or graphics pages, that display information about the City or about events and issues of interest to citizens. With the installation of the Carousel units, Eric Houston has assumed responsibility for updating the information on all seven channels. He works closely with each City's representative to ensure that all requested data slides are created and posted to the satisfaction of the City. Even though Eric is doing the work of creating the data pages, the Cities maintain editorial control. In addition to the graphics pages, the Carousel units play video. Trevor Scholl is responsible for encoding any short videos that are displayed. The following work was done for City Carousel units in October:

**Blaine**

- Transcoded and uploaded 1 video to Carousel.

**Centerville**

- Transcoded and uploaded 0 videos to Carousel.
- Created 1 new data pages for Carousel.

**Circle Pines**

- Transcoded and uploaded 1 video to Carousel.

**Ham Lake**

- Transcoded and uploaded 0 videos to Carousel.
- Created 4 new data pages for Carousel.
- Worked with Jennifer to update Carousel layout.
- Revised 33 Carousel pages to fit new layout.

**Lexington**

- Transcoded and uploaded 0 videos to Carousel.
- Created 1 new data page for Carousel.

**Lino Lakes**

- Transcoded and uploaded 1 video to Carousel.
- Worked with Meg and Andrea, to update Carousel layout.
- Revised 25 Carousel pages to fit new layout.

**Spring Lake Park**

- Transcoded and uploaded 1 video to Carousel.
- Created 2 new data pages for Carousel.
- Began working with Wanda to update Carousel layout.

## Meetings on Demand



NMTV has created a video on demand service, with line-item bookmarking, for our Cities' meetings. In order to accomplish this, each encoded meeting has to undergo several steps. The meeting must first be transferred and transcoded from the playback server to the video on demand server. Once that is done, a staff member must go through the meeting entering a bookmark at the start of each meeting line-item, and enter the corresponding line-item information. Next, the meeting is linked to the NMTV website's city meeting page for video on demand. The following number of meetings were bookmarked and/or placed on VOD for the Cities in October:

- **Blaine**
  - 5 meetings bookmarked and placed on VOD.
- **Centerville**
  - 5 meetings bookmarked and placed on VOD.
- **Circle Pines**
  - 3 meetings bookmarked and placed on VOD.
- **Ham Lake**
  - 3 meetings bookmarked and placed on VOD.
- **Lexington**
  - 2 meeting placed on VOD.
- **Lino Lakes**
  - 4 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
  - 3 meetings bookmarked and placed on VOD.

## Administrative



Issues dealt with in October included processing third quarter franchise and PEG fee data, reviewing and updating the Commission By-Laws, and monitoring city Carousel and Brightsign updates.

- **3<sup>rd</sup> Quarter Franchise and PEG Fee Reports**
  - Received 3rd quarter franchise and PEG fee reports and payments from Comcast.
  - Entered data into spread sheets for PEG fees received, franchise fees received, and gross revenues.
  - Comcast franchise fees were down \$3,198 over the previous quarter. PEG fees were down \$3,210 over the previous quarter.
  - 2021 gross revenue and franchise fees are higher than 2020 gross revenue and franchise fees, for the first three quarters.
  - Subscriber numbers continue to decline.
  - Income predictions continue to meet expectations.
- **Commission By-Laws**
  - Compared Commission By-Laws to revised Joint Powers Agreement.
  - Updated By-Laws definitions, quorum rules, voting rules, and general language to match Joint Powers Agreement.

- Asked Legal Counsel to review recommended changes.

### **Carousel Design Options**

- Met with staff to discuss progress on Carousel layout options for city channels.
- Lino Lakes, Ham Lake and Spring Lake Park have requested the new layout.
- Discussed time-line for Brightsign updates.

### **Miscellaneous**

- Ask Comcast to send Lino Lakes a copy of their most recent subscriber map, per Sarah Cotton's request.
- Check with Sarah regarding receipt of sub maps. Contact Comcast again regarding map delivery.
- Discuss freelancer hiring process with Danika Peterson.
- Received and documented monthly Comcast subscriber reports.
- Answer Cable Commissioner Dale Stoesz questions regarding program guide.
- Read industry articles.