

North Metro Telecommunications Commission Meeting Talking Points

December 20, 2023

- ▶ North Metro TV staff is pleased with the results of the streaming arrangement with NSPN.TV. In addition to receiving payment for game streams and downloads, the relationship resulted in the ability to record state level tournament games and may have played a role in being hired for an \$11,000 streaming job with the National Sports Center. The plan is to continue with the partnership for the winter sports season.
- ▶ City meeting podcasts are turning out to be quite popular. With six of the seven member cities participating in the service, and only for select meetings, there were 157 downloads October through November.
- ▶ North Metro TV staff is also providing transcripts of city meetings for those cities that want them.
- ▶ Local Decision candidate interviews were the most popular YouTube videos for North Metro TV. They were viewed over 2,800 times the week before the election.
- ▶ Staff recorded the annual Blaine High School Veterans Day program and is already working with organizers to cover the Guns N Hoses charity hockey game.
- ▶ The Commission accepted Heidi Arnson's letter of resignation. Heidi expressed her appreciation and gratitude for the support of the cities and commission throughout the years, and shared that North Metro TV is in very good hands and will continue to be a forward thinking and valuable service for the cities.
- ▶ At the September meeting, Commissioner Chris Massoglia first presented his idea to merge with CCX Media as a cost saving measure to combat declining fees. At the December meeting, it was noted that the Blaine City Council had discussed the matter at a workshop. The Blaine Council was amenable to contacting CCX. It was noted that the Commission members from the rest of our Member Cities should have the opportunity to find out if their cities would be interested in reaching out to CCX Media. (CCX is the cable commission serving 9 Northwest suburbs including Plymouth, Brooklyn Center & Brooklyn Park.) The Commission could vote on whether to talk to CCX at their February meeting. If CCX is interested, comprehensive due diligence would have to be conducted regarding pros and cons, services, technology, staffing, financial assets, policies, franchises, geography, and other matters.
- ▶ Danika Peterson and Eric Houston were introduced as interim Co-Executive Directors. Their job descriptions and compensation were considered and approved.
- ▶ North Metro TV received an RFP from the City of Fridley for providing video production services. Fridley would be a very good fit for us. North Metro TV will be submitting a proposal.
- ▶ The Commission was part of a consortium that urged the FCC to repeal the mixed-use rule and amend the in-kind rule. The repeal and amendment could result in franchise fee savings for the Commission.

- ▶ The Office of Broadband Development has decided to specifically include PEG-TV entities as being eligible for future grant funding. The state is expecting to receive over \$20 million in mid-2024 for grants, so this could be an excellent opportunity for North Metro TV.

PLEASE encourage your council members to call me if they have any questions you can't answer. I would be happy to answer any questions they may have. Heidi Arnson at NMTV. Direct line is 763-231-2801. Email is harnson@northmetrotv.com.