

## Video Production



Municipal Producer, Trevor Scholl, completed six productions in June. The shows include an episode of Mayor’s Minutes, coverage of the Spring Lake Park blood drive, re-edits of several news stories, and a meeting for the City of Blaine. Programs were also produced by T.J. Tronson, Danika Peterson, Rusty Ray, Kenton Kipp and Jeremy Millington 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.

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

Title	Producer	Runtime
Spring Lake Park Blood Donations	Trevor Scholl	00:03:43
Centerville Mayor’s Minutes: Summer	Trevor Scholl	00:06:55
Blaine Supervisor Training Meeting	Trevor Scholl	01:30:00
Families Recognized for Adopt a Drain Program	Trevor Scholl	00:02:29
Street Sweepings Reused in Blaine	Trevor Scholl	00:02:43
Blaine Beach	Trevor Scholl	00:02:45
Summer Changes at Anoka County Library	Danika Peterson/Rusty Ray	00;01:49
HyVee Opens in Spring Lake Park	Danika Peterson/Rusty Ray	00:02:15
Anoka County Master Gardener: Planting a Tree	Danika Peterson/Rusty Ray	00:03:36
Blaine Teen Tackles COVID Research	Danika Peterson/Rusty Ray	00:02:49
Blaine Festival Parade	Kenton Kipp/J. Millington	01:13:27
Anoka County Board Meeting (6/8/21)	T.J. Tronson	00:37:50
Anoka County Board Meeting (6/22/21)	T.J. Tronson	00:37:23
NMTC Meeting (6/16/21)	T.J. Tronson	00:26:31

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

- Summer Mayor’s minutes
- Alloy Brewing business profile
- Blaine PD awards
- Anoka County community action promo

- Centerville business profiles
- BPD hearing impaired relations
- Ham Lake farmers market
- Fetes des Lacs
- Night to Unite previews
- Circle Pines virtual tour



## Equipment Consulting/Technical Support

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### Blaine

- 6.28.21: Ben requested a TV to play video using a USB stick for an upcoming event. We did not have a TV available, but recommended using a Brightsign player.
- 6.30.28: Trouble with city channel Brightsign player. Turned out an HDMI to SDI converter died. Fixed.

### Centerville

- 6.3.21: Danika Peterson reported audio trouble during a meeting. Chamber monitors were also having intermittent issues. Set up a time to troubleshoot.
- 6.4.21: Met at City Hall. Fixed audio problem by cycling the power on an AJA converter. For some reason the converter had stopped passing the signal. Showed Danika and Teresa how to do it, should it happen again. Reset the monitor's internal setting to factory default. Now working.
- 6.4.21: Received system diagrams from Z Systems.
- 6.14.21: Camera settings off. Danika re-set macros and it seemed to fix problem. Told her how to manually re-set white balance.

### Circle Pines

- No assistance required.

### Ham Lake

- No assistance required.

### Lexington

- No assistance required.

### Lino Lakes

- No assistance required.

### Spring Lake Park

- 6.9.21: Touched base with Wanda regarding PTZ camera. It is still on back order.

### All Cities

- No assistance required.

## Channel Management

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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 Tightrape 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 June:

<b>Title</b>	<b>Producer</b>	<b>Runtime</b>
Blaine City Council Meeting (6/7/21)	T.J. Tronson	01:34:05
Blaine Planning Commission Meeting (6/8/21)	T.J. Tronson	00:14:55
Blaine Natural Resources Conservation Board Meeting (6/15/21)	Trevor Scholl	01:06:09
Blaine City Council Meeting (6/21/21)	Trevor Scholl	00:46:19
Centerville Park & Rec Meeting (6/2/21)	Danika Peterson	02:10:16
Centerville Special City Council Meeting (6/3/21)	Danika Peterson/Teresa Bender	01:30:14
Centerville Planning & Zoning Commission Meeting (6/8/21)	Danika Peterson	01:25:57
Centerville City Council Meeting (6/9/21)	Teresa Bender	01:15:59
Centerville EDA Meeting (6/16/21)	Danika Peterson	01:56:52
Centerville City Council Meeting (6/23/21)	Teresa Bender	00:58:15
Circle Pines Park Board Meeting (5/4/21)	Patrick Willson	00:39:59
Circle Pines City Council Meeting (6/8/21)	Patrick Willson	00:13:45
Circle Pines Utility Commission Meeting (6/16/21)	Patrick Willson	00:11:42
Circle Pines City Council Meeting (6/22/21)	Patrick Willson	00:11:03
Ham Lake City Council Meeting (6/7/21)	Patrick Willson	01:41:02
Ham Lake Planning Commission Meeting (6/14/21)	Patrick Wilson	00:26:53
Ham Lake City Council Meeting (6/21/21)	Patrick Willson	00:54:40
Ham Lake Planning Commission Meeting (6/28/21)	Patrick Wilson	01:30:27
Lexington City Council Meeting (6/3/21)	Lexington Staff	00:27:42
Lexington City Council Meeting (6/17/21)	Lexington Staff	00:42:03
Lino Lakes Park Board Meeting (6/2/21)	Anne Serwe	00:43:28
Lino Lakes Planning & Zoning Meeting (6/9/21)	Anne Serwe	02:35:23
Lino Lakes City Council Meeting (6/14/21)	Anne Serwe	00:45:16
Lino Lakes City Council Meeting (6/28/21)	Anne Serwe	01:30:51
Spring Lake Park City Council Meeting (6/7/21)	Isaac Quick	00:17:49
Spring Lake Park City Council Meeting (6/21/21)	Isaac Quick	00:44:12
Spring Lake Park Planning Commission Meeting (6/28/21)	Isaac Quick	00:48:23

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	161	186:42:18
Centerville	68	120:18:31
Circle Pines	144	73:41:22
Ham Lake	64	75:24:55
Lexington	99	64:19:59
Lino Lakes	78	71:03:48
Spring Lake Park	99	67:59:38
<b>Totals:</b>	<b>713 Program Playbacks</b>	<b>639:30:31 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 June:

**Blaine**

- Transcoded and uploaded 6 videos to Carousel.

**Centerville**

- Transcoded and uploaded 2 videos to Carousel.
- Followed up with city staff after zoom bombing incident

**Circle Pines**

- Transcoded and uploaded 1 video to Carousel.

**Ham Lake**

- Transcoded and uploaded 1 video to Carousel.
- Created 3 new data pages for Carousel.

**Lexington**

- Transcoded and uploaded 1 video to Carousel.

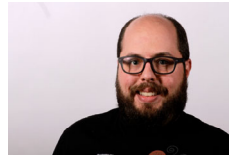
**Lino Lakes**

- Transcoded and uploaded 1 video to Carousel.

**Spring Lake Park**

- Transcoded and uploaded 2 videos to Carousel.
- Created 3 new data pages for Carousel.

## 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 June:

- **Blaine**
  - 4 meetings bookmarked and placed on VOD.
- **Centerville**
  - 6 meetings bookmarked and placed on VOD.
- **Circle Pines**
  - 4 meetings bookmarked and placed on VOD.
- **Ham Lake**
  - 4 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

The issues dealt with in June included presenting and finalizing the 2022 NMTC budget, and organizing new expense reports for additional COVID 19 costs.



- **Budget**
  - Completed several versions of draft budget.
  - Outlined options for amending budget to save money.
  - Presented to Operations and Executive Committees.
  - Presented to Commission.
  - Approved by Commission.
  - Sent approved budget to Operations Committee for consideration by City Councils.
- **Franchise Renewal**
  - Comcast has our draft of the franchise.
  - Waiting for a response from Comcast regarding.
- **Miscellaneous**
  - Mediated Blaine subscriber complaint with Comcast.
  - Responded to Emergency Alert Test question from Commissioner Dale Stoesz.
  - Submitted recommended facility usage updates to Legal Counsel for review.
  - Emailed contract and rate sheet to Columbia Heights staff for city parade coverage.

- Began organizing COVID 19 expenses incurred after first COVID grant documentation.
- Read industry articles.