

Video Production



Municipal Producer, Trevor Scholl, completed five productions in January. The shows included two episodes of Mayor’s Minutes, a Centerstage Centerville business profile, the completion of the SBM Virtual Car Seat Clinic and highlights of the Lino Lakes fire station upgrades. Programs were also produced by T.J. Tronson, Rusty Ray and Danika Peterson 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.

▪ January Completed Videos/Playing on City Cable Channels & Streaming

Title	Producer	Runtime
Centerville Mayor’s Minutes: Winter	Trevor Scholl	00:04:04
Spring Lake Park Mayor’s Minutes: Winter	Trevor Scholl	00:05:49
Lino Lakes Fire Station 1 Gets Needed Upgrades	Trevor Scholl	00:02:50
SBM Virtual Car Seat Clinic	Trevor Scholl	00:19:00
Centerstage Centerville Highlight: Remillard Insurance	Trevor Scholl	00:01:30
Business is Up at Lexington Liquors	Danika Peterson/Rusty Ray	00:01:15
SLP Public Works Get State of the Art Snowplow	Danika Peterson/Rusty Ray	00:01:07
Monuments Unveiled at Veterans Memorial Park	Danika Peterson/Rusty Ray	00:02:23
Anoka County Board Meeting (1/5/21)	T.J. Tronson	00:47:21
Anoka County Board Meeting (1/26/21)	T.J. Tronson	01:33:51

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

- Winter Mayor’s Minutes
- Blaine PD awards
- Blaine PD hearing impaired relations
- Lino Lakes fire recruitment updates
- Animal Humane Society
- More Centerstage Centerville business profiles
- Circle Pines virtual tour

Equipment Consulting/Technical Support



Blaine

- 1.6.21: Monitor not working. The AppleTV device was not working correctly. Reset it and changed a few settings on the TV. It is now working.

Centerville

- No assistance required.

Circle Pines

- 1.14.21: Problems with recording device. Formatted the USB memory stick. Now working.
- 1.20.21: Cameras not responding.
- 1.21.21: Discovered the SonyCamera.Grid file was not open. Problem resolved.

Ham Lake

- 1.19.21: Trouble getting the program feed to the Brightsign player. Walked staff through process.

Lexington

- No assistance required.

Lino Lakes

- 1.13.21: Audio assistance device request. Investigated devices to assist hearing impaired meeting participants.

Spring Lake Park

- 1.4.21: Trouble using Zoom for broadcast. Raspberry Pi attached to the .136 address was frozen. Rebooted and back to working.
- 1.19.21: New system arrived. Arranged installation time.
- 1.19.21: Verify Zoom meeting working.
- 1.21.21: Installed new Broadcast Pix switcher PC. Load new graphics created by NMTV staff. Trouble controlling cameras.
- 1.22.21: Worked with Broadcast Pix to correct camera communication issues. Problem they have never seen before. Of course.
- 1.25.21: Troubleshooting camera communication issue with new switcher. Appears to be camera power issue. But one camera not starting. Created new macro grid with working cameras. Set up a second grid or moving cameras and automatically bringing in nametags for meetings. Trained Danika on new equipment.

All Cities

- 1.6.21: Worked with Z Systems and Tightrope to update all equipment service and warranty contracts.

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 January:

Title	Producer	Runtime
Blaine City Council Meeting (1/4/21)	T.J. Tronson	00:54:58
Blaine Planning Commission Meeting (1/12/21)	T.J. Tronson	00:52:53
Blaine Natural Resources Conservation Board Meeting (1/19/21)	Trevor Scholl	00:41:55
Blaine City Council Meeting (1/20/21)	Trevor Scholl	00:54:58
Blaine Park Board Meeting (1/26/21)	T.J. Tronson	01:26:14
Centerville Park & Rec Meeting (12/2/21)	Centerville Staff	01:29:42
Centerville City Council Meeting (1/13/21)	Centerville Staff	03:04:56
Centerville EDA Meeting (1/20/21)	Centerville Staff	02:39:46
Centerville Planning & Zoning Meeting (1/26/21)	Centerville Staff	01:26:32
Centerville City Council Meeting (1/27/21)	Centerville Staff	01:12:18
Circle Pines City Council Meeting (1/12/21)	Patrick Willson	00:51:36
Circle Pines Utility Commission Meeting (1/20/21)	Patrick Willson	00:49:54
Circle Pines City Council Meeting (1/26/21)	Patrick Willson	01:13:31
Circle Pines Special Utility Commission Meeting (1/27/21)	Patrick Willson	01:12:18
Ham Lake City Council Meeting (1/4/21)	Rusty Ray/Patrick Willson	00:18:16
Ham Lake City Council Meeting (1/19/21)	Patrick Willson	00:22:13
Lexington City Council Meeting (1/7/21)	Lexington Staff	00:34:31
Lexington City Council Meeting (1/21/21)	Lexington Staff	00:42:09
Lino Lakes Park Board Meeting (1/6/21)	Lino Lakes Staff	01:29:38
Lino Lakes City Council Meeting (1/11/21)	Anne Serwe	00:48:45
Lino Lakes Planning & Zoning Meeting (1/13/21)	Lino Lakes Staff	00:32:41
Lino Lakes City Council Meeting (1/25/21)	Anne Serwe	00:42:41
Lino Lakes Environmental Board Meeting (1/27/21)	Lino Lakes Staff	00:59:30
Spring Lake Park City Council Meeting (1/4/21)	Danika Peterson/Isaac Quick	00:35:54
Spring Lake Park City Council Meeting (1/19/21)	Danika Peterson/Isaac Quick	00:49:55
Spring Lake Park Planning Commission Meeting (1/25/21)	Danika Peterson/Isaac Quick	00:39:06
26 New Programs		26:50:01 New Hours

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 Tigtrope system, and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	180	241:54:21
Centerville	51	117:47:28
Circle Pines	155	135:33:00
Ham Lake	65	32:50:02
Lexington	98	66:06:06
Lino Lakes	80	63:55:02
Spring Lake Park	109	83:53:47
Totals:	738 Program Playbacks	741:59:46 Hours of Video Programming on Channels

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 January:

- **Blaine**
• Transcoded and uploaded 1 video to Carousel.
- **Centerville**
• Transcoded and uploaded 2 videos to Carousel.
- **Circle Pines**
• Transcoded and uploaded 0 videos to Carousel.
- **Ham Lake**
• Transcoded and uploaded 0 videos to 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.
• Posted 3 new data pages to 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 January:

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

Administrative



The issues dealt with in January included following up on Comcast franchise renewal, contacting new Cable Commissioners, and processing the 2020 fourth quarter franchise and PEG fee data.

- **4th Quarter Franchise and PEG Fees**
 - Received 4th quarter franchise and PEG fee reports and payments from Comcast and CenturyLink.
 - Entered data into spread sheets for PEG fees received, franchise fees received, and gross revenues.
 - 2020 franchise fees were 1.78% less than 2019 franchise fees.
 - 2020 PEG fees were down by 3.99% over 2019 PEG fees.
 - Subscriber losses resulted in a larger loss of PEG fees than franchise fees. PEG fees are currently collected on a per subscriber basis. Franchise fees are collected as a percentage of gross revenue. Remaining subscribers seem to be spending more money on cable services.
 - Considering record subscriber losses by cable companies and the gradual end to CenturyLink services, the amount of losses is within expectation.

- CenturyLink left the cable market in December 2020. There may be insignificant residual fees for Q1 2021.

Franchise Fee Payment to Cities

- Calculated percentages of income based on total system gross revenue and City gross revenue.
- Determined amounts of franchise fees to be returned to Cities based on those percentages.
- Created tables outlining payment amounts.

Updated 2021 Commission Materials

- Updated contact information with new Commission membership and voting structure.
- Contacted new Commission members and provided meeting dates, contact information and history of Commission.
- Contacted Commission members to ascertain interest in membership on the Executive Committee.

Comcast Franchise Renewal

- Spoke with Mike Bradley regarding Comcast response to our draft franchise renewal document.
- M. Bradley sent a follow-up inquiry to Comcast regarding document.
- Comcast has not yet responded to draft franchise document.
- The current franchise expired on December 31, 2020.
- Comcast is required to have a franchise in order to provide cable service.
- The current franchise will roll-over, month to month, unless an extension is agreed upon.

Miscellaneous

- Kept apprised of staff assumption of city meeting recording.
- Responded to questions from Commission Member Dale Stoesz.
- Sent meeting links to Teresa at Centerville City Hall.
- Provided Ben Hayle with Comcast customer service contact information.
- Read industry articles.