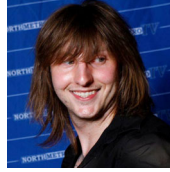


## Video Production



Municipal Producer, Trevor Scholl, completed five productions in March. Programs include two episodes of the public safety employee profiles and two special projects. Programs were also produced by Danika Peterson, Eric Nelson, 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.

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

Title	Producer	Runtime
Meet the Staff: CLPD Katy Mannin	Trevor Scholl	00:06:04
Meet the Staff: SLP Sgt. Kramer	Trevor Scholl	00:06:00
DOC Blaine Level 3 Sex Offender Notification(for city use only)	Trevor Scholl	00:55:00
Centerville State of the City	Trevor Scholl	00:19:55
Puppy Kindergarten AHS	Trevor Scholl	00:03:14
Local Decision 2023: Blaine City Council Ward 2 Special Election	Danika Peterson/Eric Nelson	00:50:36
League of Women Voters Q&A: Blaine Council Ward 2 Special Election	T.J. Tronson	00:51:55
Anoka County Board Meeting (3/14/23)	T.J. Tronson	00:44:26
Anoka County Board Meeting (3/28/23)	T.J. Tronson	01:54:26

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

- Blaine Police Department community outreach video for PD employees
- Assisting with Arrive Alive
- Public safety employee profiles, fire departments
- Business profiles
- Rookery show
- Blaine Facebook live town halls

# Equipment Consulting/Technical Support

---



## **Blaine**

- 3.23.23: Ben Hayle asked about getting a streaming device. Recommended Datavideo Encoder. Ordered.
- 3.27.23: Installed streaming device at Blaine City Hall.

## **Centerville**

- 3.9.2023: No audio from meeting. Went to city hall, fixed. Took a picture of the issue and sent to Teresa with instructions how to troubleshoot.

## **Circle Pines**

- 3.7.23: Staff notified master control about frozen image. Reset the Makito X and it unfroze.

## **Ham Lake**

- 3.7.23: Audio issue. Staff noted that the audio was over-modulating coming over the channel but sounded fine on the recording and stream. Monitoring.

## **Lexington**

- No assistance required.

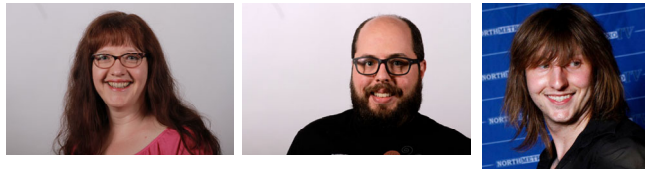
## **Lino Lakes**

- No assistance required.

## **Spring Lake Park**

- 3.1.23: Contacted Z Systems regarding Spring Lake Park remodel/equipment upgrade
- 3.13.23: Meeting with Spring Lake Park staff and Z Systems

## 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 March:

<b>Title</b>	<b>Producer</b>	<b>Runtime</b>
Blaine City Council Meeting (3/6/23)	T.J. Tronson	02:33:42
Blaine Planning Commission Meeting (3/14/23)	T.J. Tronson	01:49:17
Blaine City Council Meeting (3/20/23)	Trevor Scholl	01:04:00
Blaine Natural Resources Conservation Board Meeting (3/21/23)	Trevor Scholl	01:38:54
Centerville Park & Rec Meeting (3/1/23)	John Murphy	02:10:38
Centerville City Council Meeting (3/8/23)	Teresa Bender	01:02:33

Centerville Planning & Zoning Meeting (3/14/23)	John Murphy	01:54:45
Centerville EDA Meeting (3/15/23)	John Murphy	01:47:00
Centerville City Council Meeting (3/22/23)	T.J. Tronson	01:06:12
Circle Pines City Council Meeting (3/14/23)	Ray Flint	00:11:02
Circle Pines Utility Commission Meeting (3/15/23)	Ray Flint	00:07:39
Circle Pines Planning Commission Meeting (3/20/23)	Eric Nelson	01:10:46
Circle Pines City Council Meeting (3/28/23)	Ray Flint	00:52:24
Ham Lake City Council Meeting (3/3/23)	Danika Peterson	00:29:46
Ham Lake Planning Commission Meeting (3/13/23)	Trevor Scholl/Eric Nelson	00:24:02
Ham Lake City Council Meeting (3/20/23)	T.J. Tronson	00:06:51
Lexington City Council Meeting (3/2/23)	Lexington Staff	00:15:00
Lexington City Council Meeting (3/16/23)	Lexington Staff	00:07:52
Lino Lakes Environmental Board Meeting (3/1/23)	Anne Serwe	01:33:22
Lino Lakes Park Board Meeting (3/6/23)	Anne Serwe	01:07:13
Lino Lakes Planning & Zoning Meeting (3/8/23)	Danika Peterson/Eric Nelson	01:28:25
Lino Lakes City Council Meeting (3/13/23)	Eric Houston	00:18:51
Lino Lakes City Council Meeting (3/27/23)	Anne Serwe	01:09:47
Spring Lake Park City Council Meeting (3/6/23)	Ray Flint	00:37:05
Spring Lake Park City Council Meeting (3/20/23)	Ray Flint	00:30:27
<b>25 New Programs</b>		<b>15:47:33 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 Tigtrope 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	197	298:00:29
Centerville	66	86:23:28
Circle Pines	166	102:46:32
Ham Lake	66	27:01:27

Lexington	102	29:17:49
Lino Lakes	82	65:32:15
Spring Lake Park	114	70:58:30
<b>Totals:</b>	<b>793 Program Playbacks</b>	<b>672:00:30 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 March:

**Blaine**

- Transcoded and uploaded 1 video to Carousel.

**Centerville**

- Transcoded and uploaded 3 videos to Carousel.

**Circle Pines**

- Transcoded and uploaded 2 videos to Carousel.

**Ham Lake**

- Transcoded and uploaded 1 video to Carousel.

**Lexington**

- Transcoded and uploaded 2 videos to Carousel.
- Edited 3 Carousel slides.

**Lino Lakes**

- Transcoded and uploaded 1 video to Carousel.

**Spring Lake Park**

- Transcoded and uploaded 2 videos to Carousel.
- Created 2 new Carousel slides.
- Created a video slide to run before meeting explaining technical difficulties

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 March:

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

## Administrative

---

Issues dealt with in March include forming a digital connection committee, supporting legislation, searching for an accounting firm, and documenting ED activities and responsibilities.



- **Digital Connection Committee**
  - Registered as a Digital Connection Committee with the Office of Broadband Development.
  - Applied for an “Assessing Digital Inclusion Mini-Grant.”
  - Communicated with other members/prospective members of the Committee.
  - Discussed ideas for groups to involve in listening sessions.
  - Participated in orientation meeting.
- **Supporting Legislation**
  - Read Senate File 3039, a bill that would assess a 1% tax on gross revenues of providers of digital products.
  - Involved staff in outreach to local legislators.
  - Obtained verbal support for the bill.
  - Bill would help alleviate declining cable fees.
- **Accounting Firm Search**
  - Contacted four accounting firms for proposals.
  - Met with two firms to discuss needs, timing and expectations.
  - Two firms did not respond to inquiries.
  - Received two proposals.
- **Documenting ED Activities and Responsibilities**
  - Added information to monthly, quarterly, and annual responsibilities folders.
  - Gave staff lead roles in Digital Connection Committee and rounding up support for legislation.
  - Recommended NATOA webinar to staff.
  - Reviewed new information with interested staff.
  - Started going through files.

**Miscellaneous**

- Answer questions asked by Dan Tesch regarding progress on pay study recommendations.
- Ask Operations Committee if any additional information was needed for pay study consideration.
- Coordinate rescheduling of June Commission meeting to avoid LMC conference.
- Secure Spring Lake Park council chambers for rescheduled Commission meeting.
- Fill out questionnaire for annual audit.
- Received and documented monthly Comcast subscriber reports.
- Read March Legal Report.
- Read industry articles.