

Video Production



Municipal Producer, Trevor Scholl, completed four productionS in July. He completed another public safety employee profile, a business profile, a story on the 3M Open, and an episode of Mayor’s Minutes. Programs were also produced by T.J. Tronson, Kenton Kipp, and Ted Leroux 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 ideas or requests for programming.

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

Title	Producer	Runtime
Mayor’s Minutes: Centerville Summer	Trevor Scholl	00:05:01
Business Matters: Thielen and Green	Trevor Scholl	00:03:15
Meet the Staff: CLPD Officer BJ Stepan	Trevor Scholl	00:05:13
3M Open	Trevor Scholl	00:02:45
Fetes Des Lacs Parade	Kenton Kipp/Ted Leroux	00:33:53
Anoka County Board Meeting (7/11/23)	T.J. Tronson	01:12:36
Anoka County Board Meeting (7/27/23)	T.J. Tronson	00:54:31

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

- Historical Society cemetery tours
- Blaine Police Department community outreach events
- Public safety employee profiles, fire departments
- Summer Mayor’s Minutes
- City summer events
- Business profiles
- Blaine Facebook live town halls

Equipment Consulting/Technical Support



Blaine

- No assistance required.

Centerville

- 7.27.23: Trouble getting laptop to use Zoom and Tricaster together. Discovered Metro I-Net had supplied the wrong IP address.

Circle Pines

- 7.20.23: Swung into City Hall to make sure power outages hadn't affected equipment settings. Everything checked out ok.

Ham Lake

- No assistance required.

Lexington

- 7.20.23: Power problems. When power came back on all equipment worked.

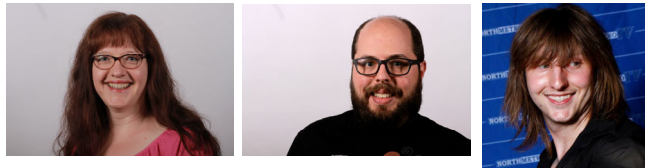
Lino Lakes

- 7.5. 23: UPS died and messed up LCS settings. Lost data. Checked on the UPS and set up the LCS with the correct data. UPS is fried.
- 7.12.23: More LCS problems. Discovered an unplugged converter. Installed new UPS. Confirmed communication preference.
- 7.20.2: Went to City Hall to check on power issues due to a storm. Computer had some issues that required resetting. Fixed the keyers for the graphics.

Spring Lake Park

- 7.13.23: Contacted Z Systems on behalf of the City to request cabling diagrams.
- 7.20.23: Lost presentation output to the council room TV and the HDMI was not working at Dan's station. Reset a converter and everything came back up.

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 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 July:

Title	Producer	Runtime
Blaine City Council Meeting (7/5/23)	Trevor Scholl	00:31:26
Blaine Planning Commission Meeting (7/11/23)	T.J. Tronson	00:19:07
Blaine City Council Meeting (7/17/23)	T.J. Tronson	00:32:26
Blaine Natural Resources Conservation Board Meeting (7/18/23)	Trevor Scholl	00:27:23

Blaine Planning Commission Meeting (7/19/23)	T.J. Tronson	00:17:15
Blaine Park Board Meeting (7/25/23)	Trevor Scholl	01:03:44
Centerville Park & Rec Meeting (7/5/23)	John Murphy	01:30:10
Centerville Planning & Zoning Meeting (7/10/23)	John Murphy	01:18:49
Centerville City Council Meeting (7/12/23)	John Murphy	01:27:35
Centerville EDA Meeting (7/19/23)	John Murphy	01:17:02
Centerville City Council Meeting (7/26/23)	John Murphy	00:50:36
Circle Pines City Council Meeting (7/11/23)	Matt Waldron	00:20:02
Circle Pines Planning Commission Meeting (7/17/23)	Eric Nelson	00:11:30
Circle Pines Utility Commission Meeting (7/19/23)	Ray Flint	00:06:01
Circle Pines City Council Meeting (7/25/23)	Ray Flint	00:54:07
Ham Lake City Council Meeting (7/5/23)	David Little	00:10:15
Ham Lake Planning Commission Meeting (7/10/23)	David Little	00:16:30
Ham Lake City Council Meeting (7/17/23)	David Little	00:42:07
Lexington City Council Meeting (7/6/23)	Lexington Staff	00:27:21
Lexington City Council Meeting (7/20/23)	Lexington Staff	00:42:01
Lino Lakes City Council Meeting (7/10/23)	Anne Serwe	00:30:41
Lino Lakes Planning & Zoning Meeting (7/12/23)	Anne Serwe	01:21:19
Lino Lakes City Council Meeting (7/24/23)	Anne Serwe	00:30:06
Spring Lake Park City Council Meeting (7/17/23)	Ray Flint	01:22:31
Centennial Fire District Steering Committee Meeting (7/20/23)	Ray Flint	00:58:15
25 New Programs		18:08:19 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	209	156:15:39
Centerville	66	82:14:06

Circle Pines	176	79:01:10
Ham Lake	61	33:51:40
Lexington	96	60:28:25
Lino Lakes	69	44:56:56
Spring Lake Park	97	110:46:07
Totals:	774 Program Playbacks	567:34:03 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 July:

- **Blaine**
Transcoded and uploaded 1 video to Carousel.
- **Centerville**
Transcoded and uploaded 2 videos to Carousel.
- **Circle Pines**
Transcoded and uploaded 1 video 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 0 videos to Carousel.
Created 7 new Carousel graphics.

Closed Captioning



Closed captioning is an additional service provided by North Metro TV. Every city meeting is closed captioned during the live presentation via our Tightrope system. That process is assigned a per-minute price. Once the meeting is recorded on our servers, that version of the meeting must be captioned separately. This is accomplished through a system owned by North Metro TV and does not incur an additional cost. The following table tallies the number of minutes of captioning provided each city for the month of July.

City	Minutes of Live Closed Captioning	Minutes of Post Closed Captioning
Blaine	192	192
Centerville	385	385
Circle Pines	92	92
Ham Lake	69	69
Lexington	70	70
Lino Lakes	143	143
Spring Lake Park	83	83
Totals:	1,034 Minutes	1,034 Minutes

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 July:

- **Blaine**
- 6 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 meetings placed on VOD.
- **Lino Lakes**
- 3 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
- 1 meeting bookmarked and placed on VOD

Administrative



Issues dealt with in July include processing Comcast second quarter franchise and PEG fee data, processing a grant to cover expenses related to the Digital Equity Committee, and working to diversify our income through expanding commercial work.

Grant Request

- Filed form to request grant for work done on Digital Equity Committee.
- Received grant of \$4,000.

July Commercial Projects

- Contracted with Columbia Heights to cover Jamboree Days Parade, \$1,925.
- Contracted with the National Sports Center to live stream USA Cup Soccer events, \$17,000.
- Working with Aveda to transfer their in-house videos, amount to be determined.

2nd Quarter Franchise and PEG Fees

- Received 2nd 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 \$1,412 over the previous quarter. PEG fees were down \$4,341 over the previous quarter.
- Subscriber numbers continue to slowly decline.
- Income predictions continue to meet expectations.
- Loss of PEG fees is being made up by other income generation

Miscellaneous

- Send ED job description to Dan Buccholtz.
- Supported comments in FCC NFRM regarding transparency in cable billing.
- Mediated resolution of subscriber issues with Comcast customer service.
- Began reorganizing computer files for new ED.
- Responded to Ben Hayle email requesting information regarding fiber companies.
- Talked with Legal Counsel regarding same, as requested by Ben.
- Summarized information from attorney regarding options for dealing with fiber companies and sent information to Ben.
- Forwarded offer by Legal Counsel to answer any questions regarding options for fiber companies.
- Received and documented monthly Comcast subscriber reports.
- Read July Legal Report.
- Read industry articles.