

Video Production



Municipal Producer, Trevor Scholl, completed five productions in April. The shows included two episodes of Mayor’s Minutes, a business matters profile, and updates to the City of Blaine’s safety training meeting. Programs were also produced by 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.

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

Title	Producer	Runtime
Lexington Mayor’s Minutes: Spring 2021	Trevor Scholl	00:04:48
Blaine Mayor’s Minutes: Spring 2021	Trevor Scholl	00:04:36
Business Matters: STEM Builders of Blaine	Trevor Scholl	00:05:27
City of Blaine: Safety Training Meeting	Trevor Scholl	00:45:00
Ham Lake Welcomes New Fire Chief	Trevor Scholl	00:04:30
Anoka County Board Meeting (4/13/21)	T.J. Tronson	01:11:23
Anoka County Board Meeting (4/27/21)	T.J. Tronson	01:35:52

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

- Property marker video for Blaine
- Business profiles
- Retail theft video
- Quad Area Chamber of Commerce video
- BPD hearing impaired relations
- Lino Lakes public works profile
- Wetland Sanctuary series
- Bonfire safety videos
- Lino Lakes fire recruitment updates
- Circle Pines virtual tour

Equipment Consulting/Technical Support



Blaine

- No assistance required.

Centerville

- 4.22.21: Teresa was having trouble getting the city channel on the screen at city hall. Seems to be a set-top box issue. Tested the whole system and figured out how to use the in-chamber TVs and how to select different sources. Showed Teresa how to access the Brightsign in the chamber with her laptop to schedule presentations. Contacted Comcast to get an HD set-top box.

Circle Pines

- No assistance required.

Ham Lake

- 4.20.21: Document camera acting up and Ross system wouldn't start. Found strange coding in notepad. Deleted row of code and program opened back up. Made a back-up of show data file that is uncorrupted and can replace the other if it gets corrupted again.
- 4.28.21: Met with Don Krueger at the fire station. Checked out the video and teleconferencing set-up. Don wants the system tested from top to bottom and to have anything fixed that isn't working. Also looked into ordering new equipment for him for taped sessions. Recommended new presentation computer. Want to test teleconferencing through NMTV master control. Will have to coordinate with staff. They also want a camera mounted on the wall to shoot council during emergency settings or as back-up should the city hall system go down.

Lexington

- No assistance required.

Lino Lakes

- No assistance required.

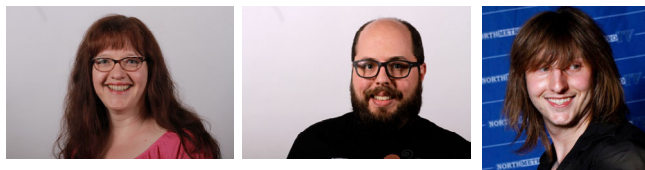
Spring Lake Park

- 4.6.21: Audio problem at City Hall. Same problem that has been there since Alpha Video installed the system a decade ago. Not sure how much we can change but will attempt.

All Cities

- No assistance required.

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 April:

Title	Producer	Runtime
Blaine City Council Meeting (4/5/21)	T.J. Tronson	02:06:09
Blaine Planning Commission Meeting (4/13/21)	Trevor Scholl	01:33:28
Blaine City Council Meeting (4/19/21)	Trevor Scholl	02:06:09
Blaine Natural Resources Conservation Board Meeting (4/20/21)	T.J. Tronson	01:00:55
Blaine Park Board Meeting (4/27/21)	Trevor Scholl	01:01:21
Centerville Park & Rec Meeting (4/7/21)	Centerville Staff	03:16:28
Centerville City Council Meeting (4/14/21)	Centerville Staff	02:07:27
Centerville EDA Meeting (4/21/21)	Centerville Staff	02:14:38
Centerville Planning & Zoning Meeting (4/26/21)	Centerville Staff	06:05:43
Centerville City Council Meeting (4/28/21)	Centerville Staff	04:20:32
Circle Pines City Council Meeting (4/13/21)	Patrick Willson	00:07:08
Circle Pines Utility Commission Meeting (4/21/21)	Patrick Willson	00:47:41
Circle Pines City Council Meeting (4/27/21)	Patrick Willson	01:07:45
Ham Lake City Council Meeting (4/5/21)	Patrick Willson	00:30:14
Ham Lake Planning Commission Meeting (4/12/21)	Patrick Wilson	01:07:37
Ham Lake Planning Commission Meeting (4/26/21)	Patrick Wilson	01:40:33
Lexington City Council Meeting (4/1/21)	Lexington Staff	00:54:03
Lexington City Council Meeting (4/15/21)	Lexington Staff	00:10:15
Lino Lakes Environmental Board Meeting (3/31/21)	Lino Lakes Staff	01:48:21
Lino Lakes Park Board Meeting (4/7/21)	Lino Lakes Staff	00:59:07
Lino Lakes City Council Meeting (4/12/21)	Anne Serwe	00:47:39
Lino Lakes Planning & Zoning Meeting (4/14/21)	Lino Lakes Staff	01:30:37
Lino Lakes City Council Meeting (4/26/21)	Anne Serwe	00:37:40
Spring Lake Park City Council Meeting (4/5/21)	Isaac Quick	01:11:15
Spring Lake Park City Council Meeting (4/19/21)	Isaac Quick	00:33:24
25 New Programs		39:46:09 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 Tightrope system, and played back on each City channel.

City	Number of Times Programs Played	Hours Programmed on Channel
Blaine	174	315:08:05
Centerville	48	131:51:44
Circle Pines	139	80:42:20
Ham Lake	59	69:27:44
Lexington	94	58:24:23
Lino Lakes	75	71:54:45
Spring Lake Park	88	80:14:09
Totals:	677 Program Playbacks	807:43:10 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 April:

Blaine

- Transcoded and uploaded 2 videos to Carousel.

Centerville

- Transcoded and uploaded 0 videos to Carousel.
- Followed up with city staff after zoom bombing incident

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.
- Emailed copies of all slides currently running on Lexington Carousel.

Lino Lakes

- Transcoded and uploaded 0 videos to Carousel.

Spring Lake Park

- Transcoded and uploaded 0 videos to Carousel.
- Created 5 new data pages for Carousel.

All Cities

- Circulated an article on how to prevent zoom bombing.

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 April:

- **Blaine**
 - 5 meetings bookmarked and placed on VOD.
- **Centerville**
 - 5 meetings bookmarked and placed on VOD.
- **Circle Pines**
 - 3 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



The issues dealt with in April included receiving and analyzing first quarter franchise and PEG fee reports, franchise re-drafts, further research into possible closed captioning solutions, reviewing the 2020 audit, and monitoring activity regarding the FCC's 621 Order.

- **First Quarter Franchise and PEG Fees**
 - Received the Comcast first quarter franchise fee and PEG fee payments and reports.
 - Franchise fees were \$3,512 lower than they were in the 4th quarter of 2020. Interestingly, the first quarter payment in 2021 is almost \$9,000 more than the first quarter of 2020.
 - PEG fees decreased by \$2,655.
 - CenturyLink pulled out of the market in December of 2020 so we will no longer receive fees from them.
 - Created 2021 spread sheets for PEG fees received, franchise fees received, and gross revenues.
- **FCC 621 Order**
 - Oral arguments took place on April 15, 2021.
 - Reviewed Legal Counsel notes regarding oral arguments.

Closed Captioning

- Met with Daniell Krawczyk of Municipal Captioning Inc. to discuss options for introducing captioning to the NMTV system.
- Learned about pros and cons of various systems.
- Received recommendations and a quote for a captioning option.

Franchise Renewal

- Reviewed changes made to draft franchise document.
- Met with Legal Counsel to consider changes to PEG language.
- Researched PEG options.
- Reviewed additional draft with changes.
- Met with Legal Counsel to finalize draft to be submitted to Comcast.

Miscellaneous

- Met with staff to discuss recording Centerville meetings.
- Reviewed annual audit of the Commission.
- Returned call to Blaine resident to assist with Comcast issue. Issue had been resolved but the resident noted that she was happy to know that a “real person” was available to help with any future issues.
- Read industry articles.