

North Metro Telecommunications Commission Meeting Talking Points

June 13, 2024

- The NMTV Sports team completed their documentary celebrating the Centennial Cougar's thrilling state championship season. The video features stunning cinematography and interviews with Cougars players and the coaching staff. It is available to watch On Demand at northmetrotv.com and on YouTube.
- Municipal Producer Trevor Scholl completed his long in the works Community Outreach video for the Blaine Police Department. Fourteen months in the making, Trevor attended multiple police sponsored events and conducted more than a dozen interviews. The video is designed to encourage volunteerism amongst new BPD recruits. Trevor is already hard at work on a similar video for the Centennial Lakes Police Department.
- TJ Tronson once again recorded the annual Guns 'N Hoses hockey game. The popular event, which sees local police personnel take the ice against local fire personnel, is an annual programming highlight. This year, TJ also created a special highlight reel that proved popular on social media.
- Danika Peterson and the News team pioneered a whole new video series with Student of the Month. Each installment focuses on an exceptional student from one of our three school districts. The videos are already proving popular with the schools, the students, and their families.
- Eric Houston teamed with the Anoka County Historical Society to produce The Norwegian Church, a special program presenting a tour of Ham Lake's historic Glen Cary Cemetery. The special offers a fascinating look at life in Ham Lake from the 1850s to the 1960s via stories, letters, and photographs.
- Trevor Scholl recently completed another long term project with a brand new recruitment video for the Lino Lakes Fire Department. Featuring almost a dozen interviews with and impressive action footage, the video is sure to inspire the next group of dedicated and talented fire fighters.

- North Metro TV's recent emphasis on short form videos is continuing to see great success. Since NMTV began concentrating on producing these shorter stories and posting them across all of their social media feeds, they have seen a dramatic increase in viewers. In March, they received 4,811 views. In April, that number rose to 28,498 views. That number more than doubled in May with new NMTV short form videos receiving 84,374 views.
- The Commission received the first quarter gross revenue, franchise, and PEG fee reports and payments from Comcast. PEG fees were a bit lower than expected, while franchise fees were right around expectations.
- North Metro TV made the final payments on the 2017 HD Bond at the end of April. The commission is now debt free.
- The Commission approved an agreement between North Metro TV and the City of Fridley. Beginning in July, NMTV will provide a limited service of directing and recording Fridley city meetings. The agreement also allows for hourly, ad hoc work. The Commission will revisit the agreement in February to ensure that it proves profitable.
- Following the tie vote at the May 1 Special Meeting and on the recommendation of the Operations Committee, the Commission revisited the matter of possible merger discussions. The Commission considered two motions.
 - o The Commission unanimously approved a motion to allow staff to organically look for any opportunity that may benefit North Metro TV and its member cities.
 - o The Commission approved a motion to direct staff to have an informal discussion with NWSCCC and other organizations to discuss the possibility of a merger and explore and define benefits and risks. This motion passed with a vote of four cities for (Blaine, Circle Pines, Lexington, and Lino Lakes) and three against (Centerville, Ham Lake, and Spring Lake Park). NMTV Staff will meet with the Operations Committee in July to discuss next steps.
- The Commission approved a new Code of Conduct and Rules of Decorum to govern both commission members and public comment.
- The 2025 Cable Commission budget was approved.

**Please encourage your council members to call us if they have any questions you cannot answer.
We are happy to answer any questions they may have.**

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