

Video Production



Municipal Producer Trevor Scholl visited the Ham Lakes brand new Fire Station Number 3, interviewing the fire chief and capturing exciting shots of the trucks and the new facility. He also attended the ribbon cutting of the new band shell at Aquatore Park and made a promo for this year's Blue Heron Days. Trevor even found time to team up with News Producer Eric Nelson to help him film the sights and sounds of USA Cup and the 3M Open.



Trevor's biggest accomplishment of the month, though, was completing edits of seven new videos for The Rookery in Lino Lakes. Those videos are awaiting staff approval. More on them next time.



TJ Tronson visited the Ham Lake Freedom Festival, shooting footage of the fireworks finale and taking 79 photos of the event that he shared with city staff and with the chamber of commerce.

Kenton Kipp, Ted Leroux, and the sports team covered all of the fun and excitement of Centerville's Fete des Lacs Parade.

Interim Co-Executive Director and News Director Danika Peterson and News Producer Eric Nelson created a number of city focused news stories, including coverage of the 3M Open and USA Cup in Blaine, a new fundraiser for Guns 'N Hoses, and opening day at the Centerville Main Street Market.



July Completed Videos Playing In-Between Scheduled Programming on City Cable Channels and Streaming

Title	Producer	Runtime
3M Open: Sports City USA	Eric Nelson and Trevor Scholl	3 minutes
Anneke Drafted by PWHL Toronto	Eric Nelson	4 minutes
Aquatore Bandshell at the Blaine Festival (News Story)	Eric Nelson	2 minutes
Aquatore Bandshell Ribbon Cutting	Trevor Scholl	3 minutes
Blue Heron Days Promo 2024	Trevor Scholl	1 minute
Centennial Community Band	TJ Tronson	3 minute
Centerville Main Street Market	Eric Nelson	3 minutes
Charley Robertson Mental Health Mural	Trevor Scholl and Eric Nelson	3 minutes
Golf 4 All Day - 3M Open	Eric Nelson	3 minutes
Ham Lake Farmers Market Promo	TJ Tronson	2 minutes
Ham Lake Fire Station Number 3	Trevor Scholl	3 minutes
Lino Lakes City Council Moratorium	Eric Nelson	2 Minutes
The Norwegian Church: Mads and Lena Gilbertson	Eric Houston	4 minutes

Equipment Consulting/Technical Support



Blaine

- 7/25 – Fixed an audio problem with the podium in the City Council chambers.

Centerville

- Investigated solutions for a sound issue caused when a council member rubs his laptop against the dais microphone.

Circle Pines

- No assistance required.

Ham Lake

- No assistance required.

Lexington

- No assistance required.

Lino Lakes

- 7/1 – Created a private livestream to allow city staff to stream a live work session into an overflow room without also broadcasting it outside of the building.

Spring Lake Park

- 6/25 – Met with Z Systems personnel for a final walkthrough of the new city hall space. This included finalizing wiring, camera, and monitor placement and scheduling for the actual install.

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 uploaded to our CG servers, formerly known as Carousel. As each live meeting is being recorded at City Hall, it is routed to the North Metro TV head-end and then sent out live over the cable system. It is also simultaneously encoded on a server for future playbacks. The following meetings were processed this month:

Title	Producer	Runtime
Blaine City Council Meeting (7/1)	TJ Tronson	1 hour 17 minutes
Ham Lake City Council Meeting (7/1)	Collin Kyro	30 minutes
Lino Lakes City Council Workshop (7/1) (Not Televised)	Anne Serwe	1 hour 15 minutes
Spring Lake Park City Council Meeting (7/1)	Matt Waldron	1 hour 5 minutes
Lino Lakes City Council Meeting (7/8)	Anne Serwe	2 hours 29 minutes
Blaine Planning Commission Meeting (7/9)	TJ Tronson	40 minutes
Centerville Planning & Zoning Meeting (7/9)	Colin Branch	2 hours 58 minutes
Circle Pines City Council Meeting (7/9)	Ray Flint	25 minutes
Centerville City Council Meeting (7/10)	Colin Branch	2 hours 27 minutes
Blaine City Council Workshop (7/15) (Not Televised)	Trevor Scholl	1 hour 45 minutes
Ham Lake City Council Meeting (7/15)	Eric Houston	9 minutes
Spring Lake Park City Council Meeting (7/15)	Ray Flint	30 minutes
Centerville EDA Meeting (7/17)	Colin Branch	51 minutes
Centennial Fire District Steering Committee Meeting (7/18)	TJ Tronson	1 hour 26 minutes
Lexington City Council Meeting (7/18)	City Staff	29 minutes
Lino Lakes City Council Meeting (7/22)	Anne Serwe	2 hours 12 minutes
Blaine Park Board Committee Meeting (7/23)	Trevor Scholl	1 hour 8 minutes
Circle Pines City Council Meeting (7/23)	Ray Flint	48 minutes
Circle Pines Utilities Commission Meeting (7/23)	Ray Flint	8 minutes
Centerville City Council Meeting (7/24)	Colin Branch	2 hours 3 minutes
Lino Lakes Environmental Board Meeting (7/31)	Anne Serwe	1 hour 1 minute
21 New Programs		25.5 New Hours

Meetings are scheduled for replay based on schedules requested by each City. Additional, full length video programs, produced by NMTV staff, are also scheduled on the channels. Shorter videos and promos are loaded onto the CG servers, rather than being scheduled as separate playbacks. These short videos play back in a repeating cycle, along with graphics pages, and air on the channels between scheduled programs, 24 hours a day. The table below outlines how many times a regular 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	189	234 hours
Centerville	77	117 hours
Circle Pines	160	88 hours
Ham Lake	57	18 hours
Lexington	92	118 hours
Lino Lakes	62	164 hours
Spring Lake Park	112	91 hours

The last category of programming on City channels consists of a bulletin board, or graphics pages, that display information about the City, local events, and other issues of interest to citizens. With the installation of the CG servers, Eric Houston updates the information on all seven channels. He works closely with City staff to ensure that all requested informational slides are created and posted to the satisfaction of the City. Even though Eric is doing the work of creating the informational pages, the Cities maintain editorial control. In addition to the graphics pages, the CG units play video. Each video's producer is responsible for posting any short videos that are displayed. The following work was done for City CG servers this month:

- **Blaine**
Uploaded 5 videos to CG.
- **Centerville**
Uploaded 2 videos to CG.
- **Circle Pines**
Uploaded 2 videos to CG.
- **Ham Lake**
Uploaded 3 videos to CG.
Created 9 new CG slides.
- **Lexington**
Uploaded 2 videos to CG.
- **Lino Lakes**
Uploaded 4 videos to CG.
- **Spring Lake Park**
Created 5 new CG slides.

Closed Captioning



Closed captioning is an additional service provided by North Metro TV. Every city meeting is closed captioned live via our Tightrope system. That process is assigned a per-minute price by Tightrope. Once the meeting is recorded on our servers for repeat airings, 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 to each city for the month.

City	Minutes of Live Closed Captioning	Minutes of Post Closed Captioning
Blaine	278	278
Centerville	513	502
Circle Pines	169	169
Ham Lake	40	40
Lexington	30	30
Lino Lakes	342	342
Spring Lake Park	99	99
Totals:	1,471 Minutes	1,471 Minutes

Meetings on Demand



NMTV has created a Video on Demand service, with agenda item bookmarking, for our Cities' meetings. In order to accomplish this, each meeting goes through 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 agenda item and entering the corresponding chapter titles. Next, the meeting is linked to the NMTV website's city meeting page for Video on Demand. Finally, PDF copies of the meeting agenda are attached to the video. The following meetings were bookmarked and/or placed on VOD for the Cities this month:

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

Meeting Podcasts



NMTV provides a city meeting podcast service. Depending on each city's wishes, any or all meetings can be converted. All podcasts are available across six platforms: Apple Podcasts, Spotify, Podbean, Amazon Music/Audible, iHeart Radio, and Pocket Casts. Links to each platform are available on each individual channel's website and at northmetrotv.com/podcasts.

Blaine

- Uploaded 4 city meeting podcasts.
- 21 total downloads

Centerville

- Uploaded 4 city meeting podcasts.
- 17 total downloads

Circle Pines

- Uploaded 2 city meeting podcasts.
- 7 total downloads

Ham Lake

- Uploaded 2 city meeting podcasts.
- 12 total downloads

Lexington

- Uploaded 1 city meeting podcast.
- 5 total downloads

Lino Lakes

- Has decided not to convert city meetings to podcasts.

Spring Lake Park

- Uploaded 2 city meeting podcasts.
- 5 total downloads

Meeting Transcripts



NMTV also provides a city meeting transcription service. Depending on each city's wishes, any or all meetings can be transcribed. The transcripts are generated using an online platform called Otter.ai, which creates an interactive transcript that is broken down by speaker. Anyone using the transcript can click on any word to hear the meeting audio. Once created, links to each transcript are sent to relevant city staff, who often use the transcripts to help with creating meeting minutes.

Blaine

- Not participating.

Centerville

- Created 4 meeting transcripts.

Circle Pines

- Created 4 meeting transcripts.

Ham Lake

- Created 2 meeting transcripts.

- **Lexington**
- Not participating.
- **Lino Lakes**
- Created 3 meeting transcripts.
- **Spring Lake Park**
- Created 3 meeting transcripts.



Administrative

Franchise Extension

- Discussed options with commission attorney Mike Bradley.
- Conducted a study of current Commission cable revenue against likely revenue after a full franchise renegotiation.

MACTA Conference

- Attended annual conference of the Minnesota Association of Community Television Administrators.
- Attended sessions on 2025 legislative strategies and the future of PEG funding, some of which included our attorney Mike Bradley.
- Met with staff of various community stations from around the metro.

Possible CCX Merger

- Created a Doodle poll (our first!) and coordinated schedules of Operations Committee members and CCX staff to schedule an informal meeting.
- Responded to organizational questions from CCX staff.
- Attended an informal meeting at the CCX facilities.

New Calendars

- Created new PTO and resource calendars in Google Calendars to replace obsolete scheduling software.
- Created user guides and provided staff training on the new calendars.

USA Cup

- Held a planning meeting with staff from multiple departments to coordinate the large annual undertaking.

Centerville Problem Log

- Worked with Matt Waldron to create a complete guide of problems plaguing the Centerville control room.

Fridley

- Continued training on Fridley city equipment and revised instruction manuals and procedures for NMTV staff.
- Conducted discussions with Fridley city staff to refine procedures.

Columbia Heights

- Met with Columbia Heights city staff and toured their city hall production facilities.
- Answered follow up questions regarding the possibility of North Metro TV entering into a partnership with the city.

Cable Customer Requests

- Requests forwarded to Comcast:
 - John Clark of Spring Lake Park was experiencing poor internet performance the day following an installation. He was unable to reach a Comcast representative by phone.
 - Lee Danhouser of Blaine is unable to walk or leave his house. We helped to connect him with Comcast so that they could provide him with options for returning old equipment.
 - Lex Ryan of Blaine called about a cracked Comcast pedestal outside his home. It was quickly replaced.
- We also receive a steady stream of phone calls from Comcast customers who call us in error after finding our number on their bill. We typically provide them with the proper number for Comcast and recommend calling them directly to resolve the issue. If they cannot resolve the issue in this way, we invite them to call back. We received 2 such calls this month.
 - 1 was a question about returning equipment.
 - 1 was someone concerned about a possible scam phone call.

Miscellaneous

- Reviewed July Legal Report
- Read industry articles