

Video Production



Municipal Producer, Trevor Scholl, completed three productions in November. Programs include stories on an ice fishing expo, a Turkey Trot and a police officer profile. Trevor also assisted with the production of the annual Veterans Day program and continued his work on the Lino Lakes fire and police recruitment videos. 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 ideas or requests for programming.

- **November Completed Videos/Playing on City Channels & Streaming**

Title	Producer	Runtime
Turkey Trot 5K	Trevor Scholl	00:03:14
Meet the Staff: SLP PD Officer Drinkwine	Trevor Scholl	00:04:19
Hard Water Ice Fishing Expo	Trevor Scholl	00:03:30
Conversations: Senator Mary Kunesh – State Emblems Redesign Committee	Danika Peterson/Eric Nelson	00:21:02
Blaine High School Veterans Day Program	T.J. Tronson	00:44:32
Anoka County Board Meeting (11/14/23)	T.J. Tronson	01:09:01

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

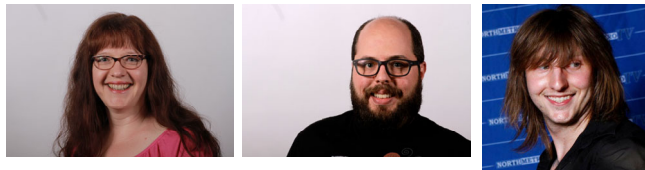
- Blaine on-boarding videos
- Blaine community outreach video
- Lino Lakes police and fire recruitment videos
- Meet the staff videos
- Business profiles
- Blaine Facebook live town halls

Equipment Consulting/Technical Support



- **Blaine**
No assistance required.
- **Centerville**
No assistance required.
- **Circle Pines**
No assistance required.
- **Ham Lake**
No assistance required.
- **Lexington**
No assistance required.
- **Lino Lakes**
11.16.23: Staff reported a podium microphone problem. Tested levels. Feedback a real problem because of location. Activated the mic gate so it will turn the mic off as soon as someone is done talking into it. Tested the mic and volume. Levels are good and there is no feedback. Updated all concerned of change and how to adjust if something comes up during a meeting.
- **Spring Lake Park**
No assistance required.
- **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 November:

Title	Producer	Runtime
Blaine City Council Meeting (11/6/23)	T.J. Tronson	01:33:01
Blaine Planning Commission Meeting (11/14/23)	T.J. Tronson	00:29:35
Blaine City Council Meeting (11/20/23)	Trevor Scholl	02:16:31
Blaine Park Board Meeting (11/28/23)	Trevor Scholl	00:21:21
Centerville Park & Rec Meeting (11/1/23)	John Murphy	01:24:06
Centerville City Council Meeting (11/8/23)	John Murphy	01:04:09
Centerville EDA Meeting (11/15/23)	John Murphy	02:02:23
Circle Pines Park Board Meeting (11/14/23)	Ray Flint	00:20:47

Circle Pines City Council Meeting (11/14/23)	Ray Flint	00:25:32
Circle Pines Utility Commission Meeting (11/15/23)	Ray Flint	00:03:55
Circle Pines City Council Meeting (11/28/23)	Eric Houston	01:30:32
Ham Lake City Council Meeting (11/6/23)	Payton Nelson	00:17:30
Ham Lake Lake Planning Commission Meeting (11/13/23)	Payton Nelson	00:12:46
Ham Lake City Council Meeting (11/20/23)	Payton Nelson	00:09:00
Lexington City Council Meeting (11/2/23)	Lexington Staff	00:31:28
Lexington City Council Meeting (11/16/23)	Lexington Staff	0:05:27
Lino Lakes Park Board Meeting (11/1/23)	Anne Serwe	01:27:28
Lino Lakes Planning & Zoning Meeting (11/8/23)	Anne Serwe	03:02:24
Lino Lakes City Council Meeting (11/13/23)	Anne Serwe	00:50:23
Lino Lakes City Council Meeting (11/27/23)	Anne Serwe	00:15:22
Lino Lakes Environmental Board Meeting (11/29/23)	Anne Serwe	01:19:38
Spring Lake Park City Council Meeting (11/6/23)	Trevor Scholl	00:55:44
Spring Lake Park City Council Meeting (11/20/23)	Ray Flint	01:23:22
23 New Programs		22:02:24 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	177	228:46:39
Centerville	46	62:39:21
Circle Pines	247	11:54:58
Ham Lake	56	21:06:48
Lexington	90	28:30:42
Lino Lakes	97	78:52:10
Spring Lake Park	84	85:00:19
Totals:	791 Program Playbacks	611:08:57 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 November:

- **Blaine**
Transcoded and uploaded 2 videos to Carousel.
- **Centerville**
Transcoded and uploaded 2 videos to Carousel.
- **Circle Pines**
Transcoded and uploaded 2 videos to Carousel.
- **Ham Lake**
Transcoded and uploaded 2 videos to Carousel.
- **Lexington**
Transcoded and uploaded 2 videos to Carousel.
- **Lino Lakes**
Transcoded and uploaded 2 videos to Carousel.
- **Spring Lake Park**
Transcoded and uploaded 3 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 November.

City	Minutes of Live Closed Captioning	Minutes of Post Closed Captioning
Blaine	281	281
Centerville	271	271
Circle Pines	141	141
Ham Lake	40	40
Lexington	37	37
Lino Lakes	416	416
Spring Lake Park	104	104
Totals:	1,290 Minutes	1,290 Minutes

Meeting Podcasts



NMTV is now providing 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 Pocketcasts. Links to each platform are available on each individual channel's website and all of those sites can be found at northmetrotv.com/podcasts.

Blaine

- Uploaded 5 city meeting podcasts.
- 30 total downloads

Centerville

- Uploaded 3 city meeting podcasts.
- 14 total downloads

Circle Pines

- Uploaded 3 city meeting podcast.
- 13 total downloads

Ham Lake

- Uploaded 2 city meeting podcasts.
- 16 total downloads

Lexington

- Uploaded 2 city meeting podcasts.
- 20 total downloads

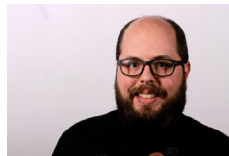
Lino Lakes

- Has decided not to convert city meetings to podcasts.

Spring Lake Park

- Uploaded 2 city meeting podcasts.
- 15 total downloads

Meeting Transcripts



NMTV is now providing a city meeting transcript service. Depending on each city's wishes, any or all meetings can be converted. 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.

Blaine

- Not participating

Centerville

- Created 3 meeting transcripts.

Circle Pines

- Created 4 meeting transcripts.

Ham Lake

- Created 3 meeting transcripts.

Lexington

- Not participating
Lino Lakes
- Created 4 meeting transcripts
Spring Lake Park
- Created 3 meeting transcripts.

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 November:

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

Administrative

Issues dealt with in November include providing information for the Blaine City Council Workshop, creating Co-ED job descriptions and compensation level, and continuing to prepare Eric and Danika for the Co-Ed job.



- **Blaine City Council Workshop: CCX Inquiry**
- Sent budget information to Michelle Wolfe.
- Sent services document to Michelle Wolfe.
- Reviewed M. Wolfe's report and made suggestions.
- Answered questions regarding both documents.
- Attended November 6th Blaine City Council Workshop.

- **Co-ED Job Descriptions and Compensation**
- Created separate job descriptions for each Co-ED.
- Worked to assign responsibilities tied most closely with current job responsibilities for work efficiencies.

- Recommended compensation for Co-EDs.
- Reviewed job descriptions with Eric and Danika.

Meeting Transcripts Added to Report

- Five of seven cities have requested meeting transcripts.
- Added number transcript data to monthly report.

Preparing for Retirement

- Wrote letter of resignation.
- Had Eric and Danika assist with Operations Committee and Executive Committee agendas and packets.
- Added Eric and Danika as primary contacts for MACTA.
- Encouraged Eric and Danika to participate in MACTA activities.
- Continued to organize and clean out office and files.

Miscellaneous

- Reviewed Fridley's RFP and forwarded to Danika and Eric.
- Sent Operations Committee minutes to D. Webster per request.
- Assisted Blaine resident with subscriber complaint
- Assisted Lino Lakes resident with subscriber complaint.
- Created 2024 meeting calendar.
- Monitored and bookmarked all city meetings.
- Read November Legal Report.
- Read industry articles.