

Video Production



Municipal Producer, Trevor Scholl, completed nine productions in July, including several episodes of Centerstage Centerville and internal projects with the Blaine Park and Rec and Public Works departments. In addition, final approval was given on a project with the Blaine Police Department. Programs were also produced T.J. Tronson, Rusty Ray, and Danika Peterson 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.

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

Title	Producer	Runtime
Blaine 3M Open 2020 Advertisement	Trevor Scholl	00:00:30
Centerstage Centerville: Carbones	Trevor Scholl	00:01:30
Centerstage Centerville: Ruffridge Johnson	Trevor Scholl	00:01:30
Centerstage Centerville: Centerville Floral and Design	Trevor Scholl	00:01:30
Blaine PD Community Message	Trevor Scholl	00:13:44
Park & Rec at Home: Blaine Wetlands 1	Trevor Scholl	00:09:56
Park & Rec at Home: Blaine Wetlands 2	Trevor Scholl	00:09:53
Park & Rec at Home: Blaine Wetlands 3	Trevor Scholl	00:12:26
Blaine Public Works Tree Removal	Trevor Scholl	00:02:00
Local Decision 2020: Blaine City Council Ward 1 Primary	Danika Peterson/Rusty Ray	00:21:30
Local Decision 2020: Blaine Mayoral Primary	Danika Peterson/Rusty Ray	00:39:29
Local Decision 2020: Blaine City Council Ward 3 Primary	Danika Peterson/Rusty Ray	00:42:03
Anoka County Board Meeting (7/14/20)	T.J. Tronson	01:16:29
Anoka County Board Meeting (7/28/20)	T.J. Tronson	01:27:49

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

- Continuing Centerville business profiles
- Car seat videos with the SBM

- Blaine community gardens update
- Summer Mayor's Minutes
- Ham Lake Cars for Neighbors



Equipment Consulting/Technical Support

Blaine

- No assistance required.

Centerville

- No assistance required.

Circle Pines

- No assistance required.

Ham Lake

- 7.27.20: Went to City Hall with T.J. to setup the marks and change the locations of the board members for the PC meeting. Reviewed equipment set-up and operation.
- 7.27.20: Helped with problem 10 minutes before live meeting.
- 7.28.20: Stopped by City Hall to look into to check on document camera.

Lexington

- No assistance required.

Lino Lakes

- No assistance required.

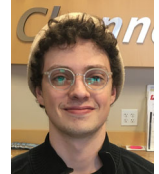
Spring Lake Park

- 7.21.20: Talked with Wanda about trouble with the projector. Scheduled visit.
- 7.22.20: Went to Spring Lake Park to trouble shoot. An AC adaptor had shorted out. Will purchase new adaptor.

All Cities

- No assistance required.

Master Control



Programming Coordinator, Michele Silvester, along with help from Eric Houston, Trevor Scholl and John Schoolmeesters, 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 July:

Title	Producer	Runtime
Blaine City Council Meeting (7/6/20)	Blaine Staff	02:14:35
Blaine Planning Commission Meeting	Blaine Staff	01:03:53

(7/14/20)		
Blaine City Council Meeting (7/20/20)	Blaine Staff	01:43:10
Blaine Natural Resources Conservation Board Meeting (7/21/20)	Blaine Staff	00:46:59
Blaine Park Board Meeting	Blaine Staff	01:03:45
Centerville Park & Rec Meeting (7/1/20)	Centerville Staff	00:42:38
Centerville Planning & Zoning Meeting (7/7/20)	Centerville Staff	02:20:25
Centerville City Council Meeting (7/8/20)	Centerville Staff	01:37:16
Centerville EDA Meeting (7/15/20)	Centerville Staff	02:11:31
Centerville City Council Meeting (7/22/20)	Centerville Staff	02:12:49
Circle Pines City Council Meeting (7/14/20)	Circle Pines Staff	01:04:32
Circle Pines Utility Commission Meeting (7/15/20)	Circle Pines Staff	00:40:10
Circle Pines Planning Commission Meeting (7/20/20)	Circle Pines Staff	00:15:38
Circle Pines City Council Meeting (7/28/20)	Circle Pines Staff	01:29:22
Ham Lake City Council Meeting (7/6/20)	T.J. Tronson	01:04:32
Ham Lake Planning Commission Meeting (7/13/20)	T.J. Tronson	00:12:07
Ham Lake City Council Meeting (7/20/20)	T.J. Tronson	00:26:58
Ham Lake Planning Commission Meeting (7/27/20)	T.J. Tronson	00:22:19
Lexington City Council Meeting (7/2/20)	Lexington Staff	01:23:24
Lexington City Council Meeting (7/16/20)	Lexington Staff	00:12:48
Lino Lakes Planning & Zoning Meeting (7/8/20)	Lino Lakes Staff	01:11:38
Lino Lakes City Council Meeting (7/13/20)	Anne Serwe	00:56:59
Lino Lakes City Council Meeting (7/27/20)	Anne Serwe	01:11:16
Lino Lakes Environmental Board Meeting (7/29/20)	Lino Lakes Staff	01:13:13
Spring Lake Park City Council Meeting (7/6/20)	Spring Lake Park Staff	00:28:57
Spring Lake Park City Council Meeting (7/20/20)	Spring Lake Park Staff	01:07:41
26 New Programs		29:18:45 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	228	287:32:49
Centerville	51	86:25:56
Circle Pines	159	148:48:37
Ham Lake	59	51:53:58
Lexington	94	75:59:10
Lino Lakes	65	60:12:29
Spring Lake Park	89	72:52:01
Totals:	745 Program Playbacks	783:45:00 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 will always maintain editorial control. In addition to the graphics pages, the Carousel units play video. Trevor Scholl is responsible for encoding any videos that will be displayed. The following work was done for City Carousel units in July:

Blaine

- Transcoded and uploaded 2 videos to Carousel.
- Fixed one error with Carousel functioning.

Centerville

- Transcoded and uploaded 3 videos to Carousel.

Circle Pines

- Transcoded and uploaded 0 videos to Carousel.

Ham Lake

- Transcoded and uploaded 0 videos to Carousel.
- Edited 1 graphics page on Carousel.
- Created 5 new graphics pages for Carousel.

Lexington

- Transcoded and uploaded 0 videos to Carousel.

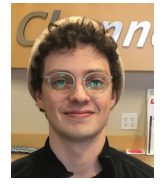
Lino Lakes

- Transcoded and uploaded 0 videos to Carousel.

Spring Lake Park

- Transcoded and uploaded 0 videos to Carousel.
- Created 2 graphics pages for Carousel.

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. The length of time necessary for this varies based on the length of the meeting and whether it is recorded in SD or HD. 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. Staff utilizes marked agendas provided by City staff members for this step. If marked agendas aren't provided by City staff we go to the City website to find unmarked agendas and place the meeting on VOD without bookmarks. Once that is done and saved the bookmarked meeting is then 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**
• 5 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**
• 4 meetings bookmarked and placed on VOD.
- **Lexington**
• 2 meetings placed on VOD.
- **Lino Lakes**
• 4 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
• 2 meetings bookmarked and placed on VOD

Administrative



The issues dealt with in July included moving forward with the Franchise Fee and PEG Fee Review settlement discussions and processing and analyzing the second quarter franchise and PEG fee payments from Comcast and Centurylink.

- **Franchise and PEG Fee Review**
 - Legal Counsel discussed LFA counter proposal with Comcast.
 - Comcast requested that the offer be put in writing.
 - Comcast suggested language changes and provided a counter offer.
 - Conference call scheduled with participating LFAs to discuss counter offer.
- **2nd Quarter Franchise Fee and PEG Fee Processing**
 - Received 2nd quarter franchise and PEG fee reports and payments from Comcast and CenturyLink.
 - Contacted CenturyLink regarding PEG fee number for City of Lexington.
 - Entered data into spread sheets for PEG fees received, franchise fees received, and gross revenues.

- Comcast franchise fees, were down \$4,793 over the previous quarter. PEG fees were down \$3,011 over the previous quarter.
- While subscriber numbers have dropped, it is not precipitous.
- While less than first quarter income, second quarter income increases optimism for the 2021 income estimates.
- CenturyLink numbers continue to decline in anticipation of ending service by the end of the year.

Miscellaneous

- Provide contact information to Centerville Public Works for cable repair.
- Talk to Steve King of Centerville regarding zoom meeting audio issues.
- Talk with Dale Stoesz regarding CARES grants.
- Talk with several cities regarding website streaming problems. Work out security issues with website provider and Tightrope. Get security upgrade. All browsers now working with website streaming.
- Talk with Mike Bradley regarding draft franchise document.
- Read industry articles.