

Video Production



Municipal Producer, Trevor Scholl, completed two productions in November, and assisted in the production of Blaine High School’s Veterans Day program and our election night live results production. The shows include a promo for Centerville and a story on Lino Lake’s Explorers recruitment. 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.

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

Title	Producer	Runtime
Centerville Promo	Trevor Scholl	00:00:30
Lino Lakes Explorers Recruitment	Trevor Scholl	00:06:02
Anoka County Board Meeting (11/8/22)	T.J. Tronson	00:36:26
Anoka County Board Meeting (11/22/22)	T.J. Tronson	00:55:51

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

- Mayor’s Minutes
- Lino Lakes curb recycling promo
- Business profiles
- Possible recurring Rookery segment
- City department highlights
- Police officer highlights
- Blaine Facebook live town halls

Equipment Consulting/Technical Support



- **Blaine**
 - No assistance required.
- **Centerville**
 - No assistance required.

Circle Pines

- 11.1.22: Went to City Hall to convert the chamber equipment to regular meeting mode. Ran a bunch of cables and tidied everything up. Now back to normal from COVID mode.

Ham Lake

- 11.4.22: Connected streaming servers for Fire Department. Called Metro INet to get them to stop blocking the port and address coming from Ham Lake. Set up the proper IP addresses. The SRT send can go directly out to any channel programming staff selects. It can be picked up by the Makito X encoder. Created a Ham Lake Fire Dept setting that is selectable.

Lexington

- No assistance required.

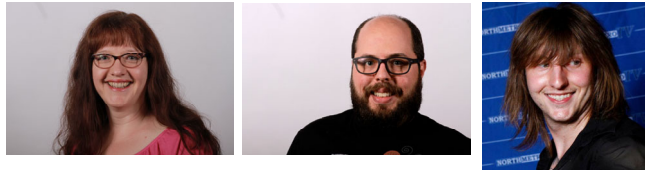
Lino Lakes

- No assistance required.

Spring Lake Park

- 11.22.22: Trouble with camera and switcher control during meeting. Noticed network card not functioning. Opened Device Manager and restarted the NIC card and it came back online. Had to then re-input the IP address.

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 (11/7/22)	T.J. Tronson	0:41:16
Blaine Planning Commission Meeting (11/9/22)	T.J. Tronson	02:13:19
Blaine Natural Resources Conservation Board Meeting (11/15/22)	Trevor Scholl	00:31:34
Blaine City Council Meeting (11/21/22)	Trevor Scholl	01:12:35
Blaine Park Board Meeting (11/22/22)	Trevor Scholl	00:41:35
Centerville Planning & Zoning Meeting (11/1/22)	John Murphy	01:47:00
Centerville Park & Rec Meeting (11/2/22)	John Murphy	01:57:41
Centerville City Council Meeting (11/9/22)	Teresa Bender	01:07:04
Centerville Special City Council Meeting (11/16/22)	Teresa Bender	00:12:47
Centerville EDA Meeting (11/19/22)	John Murphy	01:23:10
Circle Pines City Council Meeting (11/9/22)	Patrick Willson	00:32:35

Circle Pines Utility Commission Meeting (11/16/22)	Patrick Willson	01:41:25
Circle Pines City Council Meeting (11/22/22)	Patrick Willson	01:23:41
Ham Lake City Council Meeting (11/7/22)	Ray Campos	00:15:10
Ham Lake Planning Commission Meeting (11/14/22)	Patrick Willson	00:08:07
Ham Lake City Council Meeting (11/21/22)	Patrick Willson	00:43:58
Lexington City Council Meeting (11/3/22)	Lexington Staff	00:17:50
Lexington City Council Meeting (11/17/22)	Lexington Staff	01:07:32
Lino Lakes Planning & Zoning Commission Meeting (11/9/22)	Anne Serwe	02:10:56
Lino Lakes City Council Meeting (11/14/22)	Anne Serwe	00:23:05
Lino Lakes City Council Meeting (11/28/22)	Anne Serwe	00:32:46
Lino Lakes Environmental Board Meeting (11/30/22)	Anne Serwe	00:36:04
Spring Lake Park City Council Meeting (11/7/22)	Ray Flint	00:28:10
Spring Lake Park City Council Meeting (11/21/22)	Ray Flint	00:45:41
Spring Lake Park Planning Commission Meeting (11/28/22)	Danika Peterson	00:12:03
25 New Programs		23:07:04 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	170	165:25:43
Centerville	72	82:55:04
Circle Pines	142	138:11:12
Ham Lake	127	66:29:37
Lexington	95	64:16:56
Lino Lakes	68	60:53:33
Spring Lake Park	95	58:37:46
Totals:	769 Program Playbacks	736:49:51 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 0 videos to Carousel.
- **Centerville**
 - Transcoded and uploaded 1 video to Carousel.
- **Circle Pines**
 - Transcoded and uploaded 0 videos to Carousel.
- **Ham Lake**
 - Transcoded and uploaded 0 videos to Carousel.
- **Lexington**
 - Transcoded and uploaded 0 videos to Carousel.
 - Made new city council graphics to begin running on the first of the year.
- **Lino Lakes**
 - Transcoded and uploaded 1 video to Carousel.
- **Spring Lake Park**
 - Transcoded and uploaded 0 videos to Carousel.
 - Created 5 new Carousel slides.

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**
 - 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**

- 4 meetings bookmarked and placed on VOD.
- **Spring Lake Park**
- 3 meetings bookmarked and placed on VOD



Administrative

Issues dealt with in November include continuing work with Dan Tesch on the pay study, finalizing the Strategic Plan, and setting the groundwork for transitioning to new leadership.

Pay Study

- Met with Dan Tesch to review documents and answer questions.
- Provided Dan with additional requested documents and information
- Phone call with Dan to answer more questions and set a time to review new step plan.
- Prepared memo for Cable Commission outlining Operations committee recommendation for 4% COLA increase for staff in 2023.
- Outlined how that increase would affect the budget.

Strategic Plan

- Monthly staff meeting to discuss goals and ideas.
- Finalized three primary goals.
- Outlined goals and strategies for reaching goals.
- Completed plan.

Leadership Transition

- Set up weekly meeting with Rose to identify responsibilities that can be assumed by other staff.
- Began transferring responsibilities.
- Contacted colleagues to discuss contracting accounting services.
- Emailed NMTC CPA with questions about accounting services.

Miscellaneous

- Talked with city of Columbia Heights regarding providing closed captioning services for a fee.
- Set up test with Columbia Heights to see if our system is compatible with their playback equipment.
- More learning regarding USBank positive pay program to prevent checking fraud.
- Did my annual self job performance review and forwarded it to the Operations Committee.
- Responded to questions from M. Wolfe regarding ARP funds request.
- Sent reminder emails to Cable Commission regarding December meetings.
- Responded to email from D. Stoesz regarding recent FCC decision regarding cable billing transparency. Contacted Comcast for information regarding. Forwarded info to Dale.
- Responded to question from S. Cotton regarding meeting not being on website. Explained equipment issue and let her know when the meeting was available.
- Received and documented monthly Comcast subscriber reports.
- Read October Legal Report.
- Read industry articles.