

**URBANA PUBLIC TELEVISION COMMISSION
MEETING MINUTES**

DATE: May 26, 2011
12:00 p.m.

PLACE: Urbana City Council Chambers
400 S. Vine Street, Urbana, IL

MEMBERS PRESENT: Durl Kruse Peter Folk Carol Inskeep
Chris Fuller Marie Polk Dana Mancuso

MEMBERS ABSENT: None

STAFF PRESENT: Jason Liggett, Jake Schumacher

I. CALL TO ORDER

Commissioner Kruse called the meeting to order at 12:06 p.m.

II. ROLL CALL

Attendance was noted, and there was a quorum.

III. MODIFICATIONS TO AND APPROVAL OF AGENDA

The agenda was approved as presented.

IV. APPROVAL OF MINUTES

The minutes of the December 10, 2010 meeting were approved, with the correction of the spelling of "AT&T" by Commissioner Fuller.

V. CORRESPONDENCE

Mr. Schumacher noted correspondence to the staff from member/volunteer Conrad Wetzel complimenting Mr. Liggett's work, and also noted an enclosure in the Commissioner packets concerning changes in public meeting law that the City had requested be forwarded to all Commission members. There was no correspondence to the Commission.

VI. STAFF REPORT

Mr. Liggett's production of "CU Sharing the Road" won an award from the American Public Works Association. UPTV has been working with the Urbana School District and is producing another instructional safety program in cooperation with Safe Routes to Schools. Commencement ceremonies at Urbana High and Adult Education will be aired over the coming month. Graduating senior and UHS intern Ellis Woodland is continuing to work with staff until a new high school intern can be found.

A citizen reported problems with accessing the on-demand recordings of City meetings on the City website at computers in the Urbana Free Library. Staff investigated options for improving the accessibility of the City Council meetings, and are experimenting with dividing the recording of the City Council meetings into shorter, more quickly loadable segments, organized by agenda item. The first one took an additional two hours of staff time, and it is not envisioned that staff time will allow for all meetings to be so segmented, but we will continue with the City Council meetings and reevaluate the rewards of the extra time spent in a few months. Commissioner Inskeep asked how much traffic the meetings on the website received; UPTV has no data available on this.

IT staff are beginning a clean reinstall of the UPTV servers to enable the resumption of the Open Media Project-derived Drupal website for UPTV.

Mr. Schumacher met with representatives of Comcast, the Cable Commission and CGTV, and learned that Art Svymbersky has been named the new governmental rep for the region, and will be working out of the Urbana office.

Kaitlin Dixon was hired as UPTV intern. She has proved invaluable and is quickly learning (and teaching) production. Two new part-time camera operators, Dan Zangerl and Caleb Serepinas, were also added to staff.

Member/volunteer Carmen Pursifull was thanked for her financial donation to UPTV that allowed the purchase of light refreshments for the December member meeting. That meeting brought nearly 20 members and interested citizens to the UPTV studios. One project that resulted from the meeting was a collaboration with GSLIS professor Abdul Alkalimat's community engagement class; the project is intended to strengthen relationships with several community organizations, and provide short pieces for broadcast on UPTV as well as for use by those organizations.

Staff met with UC2B consultant John Kersh to discuss promotion of that project. Mr. Liggett assisted with video for the local mentoring graduation and UPTV has been running PSAs produced for them. We are also airing long-form Peace Corps PSAs provided by the local office, a contact made through the CU Volunteer Fair.

We have been working with Public Works on short informational programs concerning the Ameren energy audits, the City rain barrel sale and electronics recycling. UPTV filmed holiday greetings from city staff, and Mr. Liggett produced features on the Artist of the Corridor and the continuing Art Now! Series in collaboration with Public Arts. We have begun a new series of short features produced in collaboration with the Urbana Business Association. Special programs included a full day of Martin Luther King, Jr.-related programs on King Day, several Black History Month specials, a live broadcast of the annual national Homelessness Marathon, and the annual Busey Economic Seminar. We have resumed the weekly production of The

Market Menu. A number of new local productions have debuted, including “Understanding Energy”, a full-length “Reel Reviews” and many more. Member/volunteer Dale Sinder has produced high-def recordings of a number of concerts held at the IMC in Urbana.

A “clips reel” of UPTV programs from the last quarter was shown to the Commission.

A watershed moment has been reached in that for the first time in the past year, the week’s schedule included video 24/7, with no “bulletin board” down time except as fill at the end of meetings ending early. Staff are attending webinars as available, and will attend the East Central Illinois Volunteerism Conference at Parkland.

Chair Folk asked about how much time was allotted to the various categories of programs on UPTV. Commissioner Kruse suggested the clips reel be re-purposed in presentations about UPTV, perhaps including to the City Council.

VII. AUDIENCE PARTICIPATION

There was no participation from the audience.

VIII. OLD BUSINESS

A. Franchise Renewal.

The City of Urbana has officially signed off on a new franchise agreement with Comcast, and it is available on the city website. There was no new information concerning the Champaign negotiations. Chair Folk noted that the Cable and UPTV Commissions’ role in the negotiations was one of preparing the needs analysis and assessment for the communities, and not the negotiation of a legal contract.

B. Open Media Project Update

As stated during the staff report, City IT staff are working to prepare the UPTV servers for a reinstall of the Drupal website.

IX. NEW BUSINESS

A. Equipment Purchases

Mr. Liggett went over the list of new equipment purchases. The nature of potential remote studio equipment was discussed.

B. Preliminary Budget

The annual City budget is currently at the Council level, and includes a UPTV budget similar to last year’s. Commissioner Kruse expressed his continuing interest in knowing how the franchise and PEG fees are allocated. Mr. Schumacher reported on his research in this area: the 5% franchise fee goes directly to the City as general revenue, and the 2% PEG fee, roughly \$150,000

a year, must be dedicated to PEG capital expenses. For the current year (as of last March), there was a carryover of about \$229K of peg fee, plus the \$52K of that current quarter, with \$91K scheduled to be spent this year for equipment, and a carryover balance of \$190K.

X. COMMISSIONERS' COMMENTS

Chair Folk discussed with Commissioner Fuller and staff the state of UPTV involvement with USD #116, and asked that it be added to the agenda at the next meeting.

Commissioner Kruse noted that Barb Gladney was leaving town, and the Commission, and commended and thanked her for her many years of service in support of public access television in general, and UPTV in particular. Mr. Schumacher added that after reading Barb's history of UPTV, he had done some additional research, with Bill DeJarnette, and learned that the first UPTV staffer was hired in FY94 and the first UPTV equipment purchased in FY95. Given that knowledge, we will consider 1995 the "birthday" of UPTV, and will plan to celebrate its 20th anniversary in 2015.

XI. SET THE NEXT MEETING DATE AND ADJOURNMENT

The next regular meeting would have taken place June 10th, when Mr. Schumacher will be participating in a community media panel at the goNorth Conference in Inverness, Scotland, to that meeting was cancelled. The next meeting will be September 9th, 2011 at 12:00 p.m. in the Urbana City Council Chambers. The meeting was adjourned by unanimous consent at 1:11 p.m.