CITY OF URBANA

URBANA PUBLIC TELEVISION COMMISSION

DATE: **Friday, December 11, 2020**
TIME: **12:00 p.m.**
PLACE: **Virtually on Zoom (Urbana City Council Chambers, 400 S Vine St, Urbana, IL 61801)**

MINUTES

Members Present: Peter Folk, Carol Inskeep, Mark Schultz, Dale Sinder
Members Absent: Christopher Fuller, Marie Polk
Staff Present: Jason Liggett, Bourema Ouedraogo, Sanford Hess

1. **Call to Order & Roll Call & Declaration of Quorum**
   Chair Folk called the meeting to order at 12:05 p.m. A quorum was present. Commissioner Inskeep was present in the Council Chambers.

2. **Approval of Minutes**
   Commissioner Inskeep moved to pass the January 8, 2020, March 13, 2020, and June 12, 2020 minutes as drafted, seconded by Commissioner Schultz, passed by unanimous roll call.

3. **Correspondence**
   There was no correspondence.

4. **Staff Report**
   UPTV Station Manager Jason Liggett reported UPTV Camera Operators Andrew Scolari and Austen Pontious resigned from their positions. Bourema Ouedraogo was hired as the new UPTV Production Assistant. Bourema is working 18 hours/week on Thursday, Friday, and Saturday.

   Liggett reported Evan Reeder and Brianna Gaspar served as interns during their Fall semester Intership and Seminar class at Parkland College.

   UPTV has continued to produce promotional videos for the City including a series for the new comprehensive plan, *Imagine Urbana*, and the Community Solar Project. The Illini Union provided UPTV with student music performances, which run five days a week on UPTV. UPTV Producer Dr. Raymond Morales will start his 15th season of *The Show* on UPTV tonight. Two holiday specials, *The Travis Wayne Hurt Christmas Special* and *The Chardon Polka Band Holiday Special*, will premiere on UPTV in the coming weeks.

   The most popular YouTube video over the last quarter was a video of the *Cancel the Rents and Meet Gloria La Riva Rally*. This was produced by UPTV Producer Karen Aram. It had 279 views. The most popular tweet was a shared YouTube link of the September 16th edition of the

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weekly COVID-19 Update from Elizabeth Hess and Julie Pryde. The most popular Facebook post was a clip of the City of Urbana's Community Engagement Coordinator Lemond Peppers speaking at the Champaign County Community Coalition meeting. It reached over 1,800 people.

5. **Audience Participation**
   There was no audience participation

6. **Unfinished Business**
   There was no unfinished business.

7. **New Business**

   A. Comcast Franchise Renewal Update
   Liggett reported City staff have been working with Comcast over the last two years on the new cable franchise agreement. A final agreement has been reached and will go before the Urbana City Council on Monday, December 21, 2020. The City added specific language concerning the use of right-of-way. Comcast updated the document to reflect recent rulings from the FCC. The City retained the option to launch a fifth PEG channel for public access.

   The City will receive a 0.75% PEG fee for the use of capital purchases for UPTV. This will generate an estimated $41,000 annually at the current subscriber rate.

   Commissioner Inskeep asked what implications the new franchise agreement will have on public access services. Liggett said the City plans to continue to operate public access television services for the community. The agreement gives the City the option to launch a fifth channel should an organization desire to operate public access television services for the community.

   Sanford Hess commended Liggett for coordinating the franchise agreement negotiation.

   B. Fiscal Year 2020 Annual Report
   Liggett presented the 2020 PEG Report which detailed hours of new, locally-produced videos. He noted a dip in public access productions due to the pandemic and a dramatic increase in meeting coverage hours for the month of June 2020 due to lengthy, multi-night City Council meetings.

   Chair Folk praised UPTV for their meeting coverage as he knows there is more demand since the pandemic has limited in-person meetings. He asked if UPTV was able to access viewership information. Liggett reported UPTV does not receive Nielsen ratings as a commercial station does, but can look at viewers on YouTube and Livestream. Chair Folk expressed interest in meetings other than the City Council and Board of Education being available on YouTube for viewer statistics.

8. **Commissioner's Comments**
   Commissioner Inskeep expressed her appreciation of UPTV's coverage of City Council and Board and Commission meetings. It is a vital public service. Liggett recognized former UPTV Camera Operator Austen Pontious, as he was the one running the show for UPTV for most of the lengthy meetings.

9. **Set Meeting Date and Adjournment**
   The meeting was adjourned at 12:35 p.m.