

Missoula Civic Television Advisory Commission

Minutes ~ February 16, 2010

Commission Members in Attendance: Jean Curtiss, Jen Sauer, Ed Childers, Ginny Merriam, John Rettenmayer, Link Starbureiy, Lesli Brassfield

Commission Members Absent: Antonio Guglielmo, Jason Wiener, Carol Bellin

Others in Attendance: Melani Coyle (Commission Secretary), Geoff Badenoch (MCAT Board Liaison), Joel Baird (MCAT)

John Rettenmayer called the meeting to order.

Ed Childers moved to approve the January minutes; Leslie Brassfield seconded. The motion passed.

Old Business

- ❖ Review current programming schedule that has been recorded/is being recorded
 - The current programming schedule was handed out.
 - The following meetings were covered:
 - Parking Consultant meeting
 - Missoula economy lecture
 - Missoula in Motion awards

- ❖ Programming ideas from the commission
 - Crandall Arambula will be in Missoula in March for the fairgrounds meetings

Health Board Update – Ellen Leahy

Ellen Leahy said the Health Department is happy to have their meetings recorded. There is usually 11 meetings a year that include an array of topics and last approximately three hours. They have used the MCAT recordings a lot to be able to go back and review discussions that took place at the meetings. It is very valuable.

The location is good for the Health Department because they have different staff coming to different parts of the meeting, and it would be difficult if the meeting was in a different location. Staff bring large maps and other materials to the meetings and it is convenient for their meetings.

Jean Curtiss said a lot of people are interested in the issues that are presented at the Health Board meetings. It is a definite benefit to have them recorded. She asked if the set up of the room could be more conducive to recording the meetings. Ellen said they have invested a lot in to the room and it is easy to set up projectors, go online, use the microphone, etc.

Joel said it could save about an hour per meeting if the room was already set up for MCAT recording, and the equipment did not have to be brought in each time. Approximately 44 hours have been used for Health Board meetings. Geoff asked if other programs/lectures/etc could be done in the room if it was set up permanently. Ginny Merriam asked how much it would cost to wire the room. Joel said it would take three cameras (\$3,000), a switcher (\$4,000), wires (\$300) and a recorder (\$300), so about \$8,000 to be able to walk into the room and turn the equipment on for recording.

Ellen said she doesn't think being live is important, she would just like to be able to stay in that room for their meetings. Joel said he would have cameras available in about a month, and they could permanently be installed in the room.

John Rettenmayer asked if the Health Department was getting enough coverage for their meetings. Ellen said other than the regular Health Board meeting, there are three meetings that could be recorded in addition, maybe on a quarterly basis. They are Air Quality, Water Quality and Maternal Health. She would want to check with board members before doing this, but they could become regular meetings to cover.

Ellen said she is curious what the viewership is as she heard MCAT had a viewership approximately five times the national average. She asked how that is determined. Geoff Badenoch said it may be possible to pay for a Neilson Report and Joel Baird said he would research it, but that they probably don't ask about MCAT when doing the report.

Joel said other communities have access to viewership data. They have either paid for surveys or have done their own. Joel said surveys cost between \$8,000 and \$10,000 and the Bureau of Business and Economic Development at The University of Montana does a good job. They also can contact cell phones.

Annual Report

Ginny Merriam asked Commission members to email comments on the introduction to her and comments on the report to Joel. A few suggestions were made at the meeting.

- The math formula needs to be explained differently
- Introduction: Last sentence in first paragraph – reword to it is more inviting to the public
- Report: Page 9: Bill Carey's name is spelled wrong

Leslie Brassfield said the report and introduction looks great.

The deadline to get this information to Ginny and Joel is February 23. Melani will do the referral when the document is ready.

New Business

MCAT Board Comment

No Comment

Additional Comments

Date of next meeting:

March, 2010
Mayor's Conference Room
3-4 pm