

## **Quad Cities Cable Communications Commission**

Anoka City Hall – Council Chambers

January 19, 2023, 11:00 AM

### **Agenda**

#### **1. Call to Order**

#### **2. Roll Call**

#### **3. Approval of Agenda**

3.1. Recognition – QCTV Announcers

#### **4. Administrative Reports**

4.1. Secretary

4.1.1. Approval of the November 17, 2022, commission worksession and regular meeting minutes.

4.2. Treasurer

4.2.1. October, November, December Financial Reports

4.3. Executive Director

4.4. Commission Organizational Items

#### **5. General Business**

5.1. Designate depository

5.2. 2023 Operating Budget Amendment

5.3. Pay Equity Report

5.4. Strategic Plan 2022 Achievements

5.5. Other

#### **6. Adjourn**

QCTV has declared a local emergency effective March 17, 2020.

The regular meeting of the Quad Cities Cable Communications Commission will meet at Anoka City Hall Council Chambers, 11 am. Some or all commissioners will be attending remotely. The public may watch the QCCCC meeting at [www.qctv.org](http://www.qctv.org) on the main page streaming live the Community Channel or on Comcast Channels 859 and 15.

## **MINUTES OF THE REGULAR MEETING OF NOVEMBER 17, 2022**

### **CALL TO ORDER – 1**

Chair Barthel called the meeting to order at 11:00 a.m. at the Anoka City Hall.

### **ROLL CALL– 2**

Commissioners present were: Erik Skogquist, Anoka; Greg Lee, Anoka; Matt Woestehoff, Ramsey; Dan Specht, Ramsey; Jim Dickinson, Andover; Jamie Barthel, Andover; Tom Moe, Champlin; and Bret Heitkamp, Champlin.

Commissioners absent: None.

Others present included Technology Manager John Sommer; Social Media/Communications Coordinator Seamus Burke.

### **APPROVAL OF AGENDA – 3**

Motion was made by Heitkamp and seconded by Woestehoff to approve the agenda as presented.

**8 ayes – 0 nays. Motion carried.**

### **ADMINISTRATIVE REPORTS – 4**

#### **4.1 Secretary**

##### **4.1.1. Approval of meeting minutes from September 15, 2022**

Motion was made by Dickinson and seconded by Moe to approve the September 15, 2022 minutes as presented.

**8 ayes – 0 nays. Motion carried.**

#### **4.2 Treasurer**

##### **4.2.1. July, August, September Financial Report**

Commissioner Skogquist stated that the financial reports were included in the packet for July, August and September and provided a brief overview. He noted that interest revenue is currently showing as \$16,000 over the budgeted amount as the budget was very conservative in that aspect.

Motion was made by Woestehoff and seconded by Lee to accept the July, August, September Financial Reports.

**8 ayes – 0 nays. Motion carried.**

#### **4.3 Executive Director**

Mr. Sommer provided an overview of the Executive Director report noting that the check from Comcast has since been received. He noted that the asphalt replacement of the parking lot has been delayed until the spring because of the cold weather. He thanked the Commission for its input on the Lexica Phase III report and noted that staff will go into strategic planning in December and that input will help to guide the discussion. He thanked everyone that participated and assisted with elections noting that 17 different candidate forums were held in the past months. He stated that they have been some ongoing Comcast institutional issues that have since been addressed. He shared some positive input recently received by the organization.

Commissioner Skogquist referenced the parking lot project and asked if there would be a potential for that project to be partnered with a Champlin street project as an alternate in order to obtain cost savings.

Commissioner Heitkamp replied that Ms. George did reach out to Champlin, and they have been trying to coordinate that option.

Commissioner Dickinson commented on the excellent coverage of the Hall of Fame Game that was held at the Andover Community Center and commended the excellent job of the announcer.

Chair Barthel asked if there were spikes on the QCTV website related to the candidate forum coverage.

Mr. Sommer replied that they typically see spikes in time sensitive events, such as a football or hockey game whereas people tend to view forums at their leisure. He noted that it was not one of the top ten pages viewed on the website.

Mr. Burke replied that the forums performed exceptionally well on YouTube.

Mr. Sommer confirmed that there is increased traffic overall because of the election coverage as people are interested in that footage.

## **GENERAL BUSINESS – 5**

### **5.1 Capital Request – Closed Captioning**

Mr. Sommer stated that staff has been testing equipment from two different manufacturers. He stated that they were looking to purchase four units which would allow captioning of all four city channels which would have a cost of about \$200,000. He noted that \$250,000 had been budgeted. He stated that there would be an option to purchase a fifth unit to caption the community channel as well within the budgeted amount.

Commissioner Woestehoff asked for examples of programming that would be covered with the fifth unit.

Mr. Sommer provided examples of programs that they have tested with captioning. He also highlighted other programs that could be captioned on the community channel. He noted that the fifth unit could also be delayed, and staff would bring that request back for consideration in 2023.

Commissioner Woestehoff stated that he would support captioning as much content as possible. He noted that the cost of equipment will not go down and therefore he would support purchasing all five units at this time.

Commissioner Skogquist noted that YouTube also has options for captioning, therefore if the content from the community channel is transferring to YouTube it could seem redundant for QCTV to offer that service as well. He also recognized that the cost is within the budget to purchase the fifth unit.

Mr. Sommer commented that YouTube will accept generated captions, therefore those captions may be better than the auto generated captions available through YouTube. He noted that Facebook will also accept captioning from the organization.

Mr. Burke commented that YouTube automatically captions content once added, which is why the candidate forums were moved to YouTube as captioning was requested for those files.

Mr. Sommer commented that in-house captioning would allow easy editing of words as well.

Commissioner Heitkamp asked for details on the bid process.



Mr. Sommer provided additional details on that process. He stated that this is the only company he is aware of that specializes in closed captioning for municipalities.

Chair Barthel recognized that the budget is \$250,000 but noted that with the fifth unit there is a five percent contingency which could exceed the budgeted amount. He noted that he would tend to lean towards the option of purchasing four units at this time to remain under budget as the majority of the content on the community channel is transferred to YouTube and closed captioned on that platform.

Commissioner Woestehoff stated that he agrees but would imagine that if one of these devices at a city hall were to fail, the fifth unit could also be moved to a city hall location. He stated that his biggest concern would be related to new regulatory requirements that may come forward related to closed captioning. He recognized that the contingency could exceed the budgeted amount but noted that purchasing a fifth unit in 2023 would most likely have a higher cost as well.

Commissioner Skogquist stated that there was \$16,000 more than budgeted in interest this year which would cover the amount that could be over budget and therefore supports the option to purchase five, noting the benefit of having the fifth unit for redundancy purposes as well.

Motion was made by Skogquist and seconded by Woestehoff to approve purchase of five captioning encoders and processors for \$248,805 plus five percent for any additional expenses.

Further discussion: Chair Barthel commented that while he understands the reasoning stated, he will not be supporting the motion as he believes that four units would be sufficient at this time while remaining under budget. He commented that he does believe that closed captioning will be a valuable service to viewers.

**7 ayes – 1 nay (Barthel). Motion carried.**

## **5.2 Capital Request – Camera/Tripod Equipment**

Mr. Sommer provided background information on the requested equipment purchase.

Chair Barthel asked if staff could specify the cost with the additional five percent for capital requests in future staff reports.

Mr. Sommer confirmed that could be done in the future and noted that he does do that on his end. He noted that most of the time the additional costs for shipping or other elements fall well below the five percent.

Motion was made by Skogquist and seconded by Moe to approve purchase of camera, lenses, and tripods up to \$17,230.35 plus five percent for freight or necessary accessory items.

**8 ayes – 0 nays. Motion carried.**

### **5.3 Capital Request – City Hall Upgrades - Adjustment**

Mr. Sommer stated that in this case the additional five percent authorized for the capital expense was not sufficient to cover the costs. He noted that a number of items were back ordered, and one card was indefinitely back ordered. He stated that staff would like to complete the project and therefore recommends pursuing the alternative option which has a higher cost.

Commissioner Woestehoff asked if this other card has additional features or just a higher cost.

Mr. Sommer commented that the cost is just higher. He provided details on the different options noting that the first option was discontinued and the second is experiencing supply chain issues therefore staff recommends moving forward with this third option.

Motion was made by Moe and seconded by Woestehoff to approve purchase of five Ross openGear cards for \$6,911.50 plus up to five percent for shipping.

**8 ayes – 0 nays. Motion carried.**

### **5.4 2022 Budget Adjustment**

Chair Barthel noted that all members of the Commission serve on a committee and noted that each committee has reviewed this recommendation and therefore everyone on the Commission has discussed this item prior to the meeting today.

Commissioner Skogquist agreed that everyone on the Commission is familiar with this topic. He explained that the organization looked at wage adjustments in order to attract talent, which had been approved. He stated that the Andover Finance Department provided recommendations to adjust the line items within the budget to reflect those approved changes to wages for the different staff categories.

Commissioner Dickinson confirmed that this is primarily related to the audit to ensure that the number match up.

Motion was made by Heitkamp and seconded by Woestehoff to approve the 2022 budget adjustment as presented.

**8 ayes – 0 nays. Motion carried.**

## **5.5 Technology Projects 2022 Outlook**

Mr. Sommer stated that this was reviewed in the worksession prior to the meeting and continues to be provided in each meeting packet to keep the Commission up to date.

Commissioner Moe referenced the city hall equipment and asked if the purchase of the cards authorized today would complete those projects.

Mr. Sommer confirmed that the cards would complete those projects.

## **5.6 Other**

No comments.

## **ADJOURN – 6**

Time of adjournment 11:32 a.m.

Respectfully submitted,

Reviewed for approval,

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Amanda Staple  
Recording Secretary  
*TimeSaver Off Site Secretarial, Inc.*

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Karen George  
Executive Director

## **MINUTES OF THE WORK SESSION OF NOVEMBER 17, 2022**

### **CALL TO ORDER – 1**

Chair Barthel called the meeting to order at 10:01 a.m. at the Anoka City Hall.

### **ROLL CALL– 2**

Commissioners present were: Erik Skogquist, Anoka; Greg Lee, Anoka; Matt Woestehoff, Ramsey; Dan Specht, Ramsey (arrived at 10:11 a.m.); Jim Dickinson, Andover (arrived at 10:03 a.m.); Jamie Barthel, Andover; Tom Moe, Champlin; and Bret Heitkamp, Champlin.

Commissioners absent: None.

Others present included John Sommer, Technology Manager; CJ Luck, Master Control Operator, and Seamus Burke, Social Media/Communications Coordinator.

### **APPROVAL OF AGENDA – 3**

The agenda was approved as presented.

### **TOPIC FOR FUTURE DISCUSSION - 4**

#### **4.1 5 Year Capital Plan**

Mr. Sommer stated that the 5 Year Capital Plan was discussed in September and included for informational purposes.

#### **4.2 2022 Capital Projects**

Mr. Sommer provided an overview of the 2022 capital projects.

Mr. Sommer discussed the file retention policy and asked how long city meetings should be kept available online for viewing. He noted that one copy of the meeting would be kept on file, but perhaps only one year of meetings is needed to be available for viewing on demand.

Commissioner Woestehoff recognized that this discussion is not really about regulatory retention but availability. He asked for details about the hosting of the QCTV website, storage and whether files would continue to be available for viewing through YouTube.

Mr. Sommer replied that QCTV has not yet put any public meetings onto YouTube.

Commissioner Woestehoff stated that the more files that are kept on the website, the larger that storage fee would be, therefore he would support limiting the availability of those files to one or two years. He noted that there could continue to be a method for people to request additional files. He stated that perhaps older meetings are hosted on YouTube and access is provided to subscribers.

Chair Barthel stated that he likes the idea of making two years of meetings available on the website. He asked if there would be cost savings in keeping lesser meetings available on the website and whether older meetings could be hosted on YouTube.

Mr. Sommer stated that it would probably speed things up.

Chair Barthel stated that moving meetings to YouTube could also increase subscriptions and monetization.

Mr. Burke replied that has been done with sports programming. He noted that they had not yet moved city meetings to YouTube because of the way the website was setup. He stated that the concern with putting city meetings on YouTube would be that it would be a lot of content and there is not an easily sortable feature, therefore the other content could become bogged down. He noted another feature that could be used that could provide a link from the website to a YouTube video of a meeting.

Commissioner Skogquist asked for details on monetizing video content through VOD on the website versus monetizing through YouTube and the storage space savings that would provide.

Chair Barthel asked about the logistics of charging for a past meeting.

Commissioner Skogquist commented that he does not want to make it a hurdle for someone to find a past meeting.

Mr. Burke commented that YouTube does monetize through ads, therefore perhaps that might not be the best choice for city meetings. He noted that feature can be disabled as well.

Commissioner Heitkamp believed that it would be reasonable to have the current year of meetings, and the previous year available on the website through VOD as

long as access is still available in some format for those that want older meetings. He stated that 50 percent of the programming on the Champlin City channel is not city content and was unsure that the organization should pay to store that data. He was interested in more details on that cost and whether it would be minimal and not worth the time sorting it out or whether it would be cost effective to sort and only store city meetings.

Mr. Luck commented that those files are not stored in the same manner on the website.

Chair Barthel confirmed the consensus of the Commission that the current and previous year should be made available on the website, on a 24-month running cycle.

Commissioner Dickinson noted that the cities already meeting the regulatory requirements for meeting data, therefore the data provided by QCTV is more of convenience.

Commissioner Woestehoff asked if there would be value in someone being able to purchase a premium subscription that would provide access to meetings older than what is available through VOD. He noted that perhaps the two first years of meetings are ad driven, while older meetings are available through subscription.

Commissioner Specht asked for details on the availability of political content.

Mr. Burke commented that political forums are available until the election and then they are hidden from the website and YouTube. He noted that has been the policy for a number of years.

Mr. Sommer replied that the content is still available by request, but not readily available.

Commissioner Skogquist stated that it would be nice to have an update before the older meetings are removed from the website so they can keep people informed. He noted that he would also like to ensure that older videos are still available for those that want them.

Commissioner Lee commented that the most important city meetings would be City Council meetings. He stated it would be a good idea to have a way for people to access older archives of City Council meetings relatively easily.

#### **4.3 2023 Capital Projects**

No comments.

#### **4.4 Other 2023 Projects**

No comments.

#### **4.5 Lexica Phase 3 Input**

Mr. Burke provided an overview of the information within the Phase III Lexica report, noting that staff is interested in input from the Commission on which options should be pursued going forward. He reviewed the different opportunities identified within the report noting pros and cons of each option.

Commissioner Dickinson asked for more details on the potential rental of building space.

Mr. Burke commented that the part-time area is under utilized and provided more details on how some of that space could be rented.

Mr. Sommer commented that there are a few hundred square feet within the building that could potentially be rented.

Commissioner Dickinson noted the potential for critical recovery space that is rented by another entity. He stated that someone from the other organization may come test the equipment once a quarter. He stated that utility providers are looking for these types of spaces and prefer to work with an entity that has some level of security and a quality building.

Commissioner Heitkamp asked if there have been inquiries on rental of space.

Mr. Burke replied that there has not yet been interest and explained that this list has been filtered down from a brainstorming activity of potential opportunities.

Commissioner Woestehoff commented that he agrees that the situation Commissioner Dickinson described would be ideal. He cautioned against a coworking space that is managed by QCTV. He asked if there are organizations that regularly rent out the studio or equipment, noting that it would be preferred to rent to just one entity.

Mr. Sommer stated that they do not currently have that type of relationship.

Commissioner Woestehoff stated that perhaps there would be interest from an entity that does video production work but does not yet have their own studio. He referenced the potential sale of the adjacent parcel and noted that he would support that option if QCTV is not using it and does not have anticipated use for that land.

Commissioner Heitkamp stated that the parcel was purchased from the City. He stated that the adjacent office condo space has parking concerns and therefore that could be an alternative to consider.

Commissioner Dickinson stated that as long as there is not a deed restriction, he could support selling that parcel.

Commissioner Moe noted the intention of QCTV to redo its parking lot. He noted that if the land is sold to the adjacent property for parking needs, perhaps there would be an opportunity to negotiate the reconstruction of the QCTV parking lot as part of that transaction.

Chair Barthel stated that he is not a fan of rental situations, noting that renters may not be cautious of their use of equipment and that could have maintenance impacts for the organization. He commented that he likes the idea of sponsorships as that is something easily done.

Mr. Burke commented that they were hoping to pilot that during the spring with their graduation coverage. He noted that he has spoken with the Anoka Chamber of Commerce and there was excitement and support for that concept.

Commissioner Heitkamp stated that there could be tiered options for sponsorship, noting that there are some games that will have higher viewership.

Commissioner Skogquist agreed with the sponsorship model, noting that he would prefer the public radio model where sponsors are announced at the beginning and not during the programing.

Commissioner Woestehoff agreed that sponsorship would be a good path to choose but cautioned as to how the agreements are written. He noted a potential conflict with YouTube monetization as that would bring additional ads. He stated that he would be against the stock content option. He stated that he prefers to focus on generating quality content versus simply generating generic content.

Chair Barthel agreed with the sponsorships noting that he would want to see that within programing and not QCTV. He explained that there could be an issue that arises with the sponsor and therefore it would be helpful to differentiate that the sponsor is sponsoring the sports game and not QCTV the organization.

Commissioner Lee stated that it would be nice to see an information brochure that could be used by cities. He stated that cities are often in discussions with local businesses and could use those brochures to make businesses aware of the opportunities for programing and sponsorship which would help both the local businesses and generate revenue for QCTV.



Commissioner Woestehoff agreed noting that one of the unique assets that QCTV has is its drones. He noted that it would be a great time to take advantage of that trend and the equipment that QCTV already has.

Commissioner Moe commented that there is a huge push for all companies to get video content online and they are looking online for video production companies. He stated that the business base within the four cities would most likely want to take advantage of the opportunity to create 1.5-to-two-minute videos.

Mr. Burke explained that whatever options are desired to pursue, there would need to be additional work done to create a plan. He noted that they would have to keep in mind the staff limitations of the organization and where they want their focus to be related to the core services versus monetization. He stated that additional staff may need to be hired to support some of these initiatives.

Commissioner Moe agreed that could be flushed out through a pro forma. He agreed that drone footage is highly desired at this time, noting that manufacturing companies are flying them through businesses to get that footage.

Mr. Sommer asked if there are concerns related to the types of businesses with which they would work.

Commissioner Woestehoff stated that the target market should remain within the four cities and perhaps businesses from outside of those four cities pay a higher cost.

Commissioner Heitkamp agreed. He noted that once they have a better understanding of the market, it will be easier to make those decisions. He agreed that there should be a structure providing a better rate to those within the four member cities.

Mr. Burke asked if there is any interest in having a 501-3C, noting that many sister stations receive grant funding because of their non-profit classification.

Commissioner Heitkamp stated that obviously grant funds would be helpful but asked what would be needed to obtain and maintain that classification and funding.

Mr. Burke noted that essentially, they would need to have two sets of books, which was an accounting challenge in the past and why QCTV sunset its nonprofit classification in the past.

Chair Barthel commented that it would be a lot of work if they are not going to obtain a lot of money through grants.

Commissioner Woestehoff agreed with the comments of Chair Barthel. He stated that his job has three entities and each of the subsidiaries has a cost of about \$40,000 to \$50,000 per year for maintenance and accounting each year. He stated that if the income would exceed that there could be benefit. He stated that perhaps they discuss that in 2024 and pursue other options in 2023.

Commissioner Dickinson stated that there are other options to partner with another organization for grants.

#### **OTHER – 5**

No comments.

#### **ADJOURN – 6**

Time of adjournment 10:51 a.m.

Respectfully submitted,

Reviewed for approval,

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Amanda Staple  
Recording Secretary  
*TimeSaver Off Site Secretarial, Inc.*

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Karen George  
Executive Director

**Quad Cities Communications Commission**  
**Balance Sheet Summary**  
As of October 31, 2022

	<u>Total</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Bank Accounts - QCTV	1,869,275.90
- PayPay acct	367.39
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,567,155.68
Accounts Receivable	0.00
Other current assets	8,660.00
<b>Total Current Assets</b>	<b>\$ 3,450,708.97</b>
<b>Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<b><u>\$ 3,450,708.97</u></b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	29,176.44
Other Current Liabilities	0.37
<b>Total Current Liabilities</b>	<b><u>\$ 29,176.81</u></b>
<b>Equity</b>	<u>3,421,532.16</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u>\$ 3,450,708.97 *</u></b>

\*QCTV allocates fund reserves in two areas:

Operating Reserves = \$500,000

Capital Reserves = \$2,950,708.97 (\$4.6M 5-Year Cap Plan)

**Quad Cities Communications Commission**  
**Budget vs. Actuals: FY 2022 - FY22 P&L**  
January - December 2022

	Oct 2022				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
Duplication Revenue		\$ 41.67	\$ (41.67)	0.00%	\$ 387.09	\$ 500.00	\$ (112.91)	77.42%
Equipment Grant		5,000.00	(5,000.00)	0.00%	61,856.02	60,000.00	1,856.02	103.09%
Franchise Fees		71,500.00	(71,500.00)	0.00%	506,122.99	858,000.00	(351,877.01)	58.99%
Interest Income	7,581.11	375.00	7,206.11	2021.63%	28,792.00	4,500.00	24,292.00	639.82%
Miscellaneous Income	0.17	41.67	(41.50)	0.41%	0.17	500.00	(499.83)	0.03%
PEG Fee		35,750.00	(35,750.00)	0.00%	269,689.37	429,000.00	(159,310.63)	62.86%
Uncategorized Income			0.00		0.00	0.00	0.00	
<b>Total Income</b>	<b>7,581.28</b>	<b>112,708.34</b>	<b>(105,127.06)</b>	<b>6.73%</b>	<b>866,847.64</b>	<b>1,352,500.00</b>	<b>(485,652.36)</b>	<b>64.09%</b>
<b>Expenses</b>								
A-PERA Expense	3,847.57	4,731.25	(883.68)	81.32%	39,339.55	56,775.00	(17,435.45)	69.29%
A-SS/Medicare Expense	4,099.23	4,899.92	(800.69)	83.66%	41,039.32	58,799.00	(17,759.68)	69.80%
A-Wages - Full-time	43,604.76	50,903.17	(7,298.41)	85.66%	443,831.08	610,838.00	(167,006.92)	72.66%
A-Wages - Part-time	10,841.89	10,833.33	8.56	100.08%	99,661.92	130,000.00	(30,338.08)	76.66%
Accounting / HR Services	1,927.88	1,333.33	594.55	144.59%	9,777.23	16,000.00	(6,222.77)	61.11%
Ads/Promos/Sponsorships	1,165.60	916.67	248.93	127.16%	6,087.93	11,000.00	(4,912.07)	55.34%
Andover Capital Equipment		416.67	(416.67)	0.00%	82.50	5,000.00	(4,917.50)	1.65%
Announcers Fees	1,280.00	1,333.33	(53.33)	96.00%	13,231.59	16,000.00	(2,768.41)	82.70%
Anoka Capital Equipment	131.90	416.67	(284.77)	31.66%	1,315.50	5,000.00	(3,684.50)	26.31%
Audit		1,375.00	(1,375.00)	0.00%	15,721.93	16,500.00	(778.07)	95.28%
Bank Fees / CC Fees		20.83	(20.83)	0.00%	0.00	250.00	(250.00)	0.00%
Brand Apparel		208.33	(208.33)	0.00%	1,267.00	2,500.00	(1,233.00)	50.68%
Building - Cleaning	597.02	500.00	97.02	119.40%	5,952.81	6,000.00	(47.19)	99.21%
Building - Insurance		350.00	(350.00)	0.00%	5,062.00	4,200.00	862.00	120.52%
Building - Maintenance	422.40	833.33	(410.93)	50.69%	8,624.61	10,000.00	(1,375.39)	86.25%
Building - Supplies	71.49	125.00	(53.51)	57.19%	1,093.09	1,500.00	(406.91)	72.87%
Car Allowance	250.00	250.00	0.00	100.00%	2,500.00	3,000.00	(500.00)	83.33%
Cell Phone - Allowance	525.00	525.00	0.00	100.00%	5,250.00	6,300.00	(1,050.00)	83.33%
Champlin Capital Equipment	223.36	416.67	(193.31)	53.61%	987.46	5,000.00	(4,012.54)	19.75%
City Sewer & Water		216.67	(216.67)	0.00%	1,712.49	2,600.00	(887.51)	65.87%

**Quad Cities Communications Commission**  
**Budget vs. Actuals: FY 2022 - FY22 P&L**  
January - December 2022

	Oct 2022				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Commission Expense	337.00	208.33	128.67	161.76%	729.94	2,500.00	(1,770.06)	29.20%
Consulting Services	5,244.00	5,833.33	(589.33)	89.90%	23,757.00	70,000.00	(46,243.00)	33.94%
Duplication Expenses		20.83	(20.83)	0.00%	0.00	250.00	(250.00)	0.00%
Electric Service	1,372.31	1,250.00	122.31	109.78%	14,424.81	15,000.00	(575.19)	96.17%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	1,490.00	2,500.00	(1,010.00)	59.60%
Equip/Repair/Supply/Software	462.72	1,666.67	(1,203.95)	27.76%	12,083.17	20,000.00	(7,916.83)	60.42%
Federal Unempl Expense		70.83	(70.83)	0.00%	0.00	850.00	(850.00)	0.00%
Health Insurance	6,351.35	7,666.67	(1,315.32)	82.84%	66,705.54	92,000.00	(25,294.46)	72.51%
Insurance - Deductibles		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Insurance - Liability / Bonds		400.00	(400.00)	0.00%	4,704.00	4,800.00	(96.00)	98.00%
Lawn Service	450.00	416.67	33.33	108.00%	4,105.50	5,000.00	(894.50)	82.11%
Legal Fees	1,350.00	1,500.00	(150.00)	90.00%	4,415.00	18,000.00	(13,585.00)	24.53%
Licenses and Permits		250.00	(250.00)	0.00%	450.00	3,000.00	(2,550.00)	15.00%
Meals		83.33	(83.33)	0.00%	0.00	1,000.00	(1,000.00)	0.00%
Memberships - NATOA / Others	2,325.00	833.33	1,491.67	279.00%	5,325.00	10,000.00	(4,675.00)	53.25%
Mileage	509.64	1,000.00	(490.36)	50.96%	3,278.39	12,000.00	(8,721.61)	27.32%
Miscellaneous Expenses		41.67	(41.67)	0.00%	(361.18)	500.00	(861.18)	-72.24%
Natural Gas	47.34	416.67	(369.33)	11.36%	2,321.04	5,000.00	(2,678.96)	46.42%
Office Supplies / Equipment	241.72	500.00	(258.28)	48.34%	6,038.87	6,000.00	38.87	100.65%
Total Payroll Expenses	0.00	0.00	0.00		527.00	0.00	527.00	
Payroll Expenses (ADP/HSA)	290.00	83.33	206.67	348.01%	2,355.00	1,000.00	1,355.00	235.50%
Postage	26.22	41.67	(15.45)	62.92%	313.97	500.00	(186.03)	62.79%
Printing / Copy Services		41.67	(41.67)	0.00%	72.93	500.00	(427.07)	14.59%
Professional Development	100.00	1,833.33	(1,733.33)	5.45%	19,873.23	22,000.00	(2,126.77)	90.33%
Publications		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Ramsey Capital Equipment	181.33	416.67	(235.34)	43.52%	1,134.25	5,000.00	(3,865.75)	22.69%
Sales Tax		20.83	(20.83)	0.00%	99.00	250.00	(151.00)	39.60%
Secretary Services		166.67	(166.67)	0.00%	668.25	2,000.00	(1,331.75)	33.41%
Snow Plowing Service		500.00	(500.00)	0.00%	3,462.00	6,000.00	(2,538.00)	57.70%
State Unemploy Exp		208.33	(208.33)	0.00%	144.38	2,500.00	(2,355.62)	5.78%

**Quad Cities Communications Commission**  
**Budget vs. Actuals: FY 2022 - FY22 P&L**  
January - December 2022

	Oct 2022			
	Actual	Budget	over Budget	% of Budget
STD / LTD / Life Insurance	602.13	625.00	(22.87)	96.34%
Studio Sets		416.67	(416.67)	0.00%
Subscription Services	1,306.28	1,833.33	(527.05)	71.25%
Temp Staff Services		125.00	(125.00)	0.00%
Vehicle - Equipment / Repair	3,127.88	1,250.00	1,877.88	250.23%
Vehicle - Insurance		116.67	(116.67)	0.00%
Vehicle - Maintenance / Gas		625.00	(625.00)	0.00%
Waste Removal	148.60	133.33	15.27	111.45%
Web / VOD / Int / CaTV / Phone	9,551.94	2,333.33	7,218.61	409.37%
Work Comp Insurance		166.67	(166.67)	0.00%
<b>Total Expenses</b>	<b>103,013.56</b>	<b>113,992.67</b>	<b>(10,979.11)</b>	<b>90.37%</b>
<b>Net Income</b>	<b>\$ (95,432.28)</b>	<b>\$ (1,284.33)</b>	<b>\$ (94,147.95)</b>	<b>7430.51%</b>

	YTD			
	Actual	Budget	over Budget	% of Budget
	6,025.67	7,500.00	(1,474.33)	80.34%
	625.28	5,000.00	(4,374.72)	12.51%
	17,879.79	22,000.00	(4,120.21)	81.27%
	0.00	1,500.00	(1,500.00)	0.00%
	(20,771.59)	15,000.00	(35,771.59)	-138.48%
	1,331.00	1,400.00	(69.00)	95.07%
	4,052.57	7,500.00	(3,447.43)	54.03%
	1,823.16	1,600.00	223.16	113.95%
	31,145.92	28,000.00	3,145.92	111.24%
	2,354.00	2,000.00	354.00	117.70%
	925,120.90	1,367,912.00	(442,791.10)	67.63%
	\$ (58,273.26)	\$ (15,412.00)	\$ (42,861.26)	378.10%

ZCIP - Andover

69,933.75

ZCIP - Anoka

69,668.88

ZCIP - Building

11,000.00

ZCIP - Champlin

70,620.76

ZCIP - Master Control Equipment

59,877.42

ZCIP - Mobile Vehicles & Equipment

14,561.17

ZCIP - Office Equipment

8,948.54

ZCIP - Portable Field Equipment

645.00

43,485.70

ZCIP - Ramsey

4,480.73

68,800.33

5,125.73

416,896.55

## QCTV Bank Reconciliation

### October 2022

Beginning Balance - 4M Statement	2,178,066.40
Less: Cleared Checks/Withdrawals	(305,669.92)
Plus: 4M Fund Interest	4,791.16
Plus: Bank Deposits/Credits	0.17
 Bank Balance	 \$1,877,187.81
 Book Balance	 1,877,187.81
 Adjusted Book Balance	 1,877,187.81
  Difference:	  \$0.00

Completed by:     MK

# Quad Cities Communications Commission

## Bill Payment List

October 2022

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
10/13/2022	14312	Eastman Nature Center	-250.00
10/07/2022	14313	Associated Bank	-134.62
10/07/2022	14314	HealthEquity Inc.	-455.81
10/07/2022	W D	Minnesota State Retirement System	-650.00
10/07/2022	W D	PERA	-3,628.31
10/14/2022	14315	ACE Solid Waste, Inc.	-148.60
10/14/2022	14316	Alpha Video & Audio Inc.	-597.48
10/14/2022	14317	AT&T Mobility	-2,133.89
10/14/2022	14318	CenterPoint Energy	-47.34
10/14/2022	14319	City of Andover	-887.27
10/14/2022	14320	Comcast Cable	-891.14
10/14/2022	14321	Gerald S. Thomson	-160.00
10/14/2022	14322	HealthEquity Inc.	-31.60
10/14/2022	14323	Ideal Advertising	-87.00
10/14/2022	14324	James R. Erickson	-320.00
10/14/2022	14325	Joe G. Ruhland	-320.00
10/14/2022	14326	Lexica Communications, Inc.	-2,280.00
10/14/2022	14327	Master Technology Group Inc.	-4,251.73
10/14/2022	14328	Maza Technologies, LLC	-1,737.20
10/14/2022	14329	Peter James Hayes	-320.00
10/14/2022	14330	Summit Fire Protection	-145.00
10/14/2022	14331	T-Mobile	-92.73
10/14/2022	14332	The Lincoln National Life Ins. Co.	-602.13
10/14/2022	14333	Timesavers	-164.75
10/14/2022	14334	Town Square Television	-2,484.00
10/14/2022	14335	U.S. Bank Corporate	-5,363.11
10/14/2022	14336	Verizon	-120.03
10/14/2022	14337	Vividly Clean Inc.	-597.02
10/14/2022	14338	Xcel Energy	-2,292.38
10/21/2022	14339	Associated Bank	-134.62
10/21/2022	14340	HealthEquity Inc.	-455.81
10/21/2022	W D	Minnesota State Retirement System	-650.00
10/21/2022	W D	PERA	-3,553.84
10/28/2022	14341	Alpha Video & Audio Inc.	-2,086.53
10/28/2022	14342	Amazon	-1,469.54
10/28/2022	14343	Clark Wire & Cable	-369.74
10/28/2022	14344	Comcast 2	-487.84
10/28/2022	14345	Greenery Enterprises, Inc.	-450.00
10/28/2022	14346	HealthEquity Inc.	-27.65
10/28/2022	14347	Huebsch	-54.61
10/28/2022	14348	T-Mobile	-92.73
<b>Total for Quad Cities Commission</b>			<b>\$ -41,026.05</b>



**Quad Cities Communications Commission**  
**Balance Sheet Summary**  
As of November 30, 2022

	<u>Total</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Bank Accounts - QCTV	2,322,370.04
- PayPay acct	367.39
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,570,224.29
Accounts Receivable	0.00
Other current assets	8,660.00
<b>Total Current Assets</b>	<b>\$ 3,906,871.72</b>
<b>Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<b><u>\$ 3,906,871.72</u></b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	143,356.59
Other Current Liabilities	0.38
<b>Total Current Liabilities</b>	<b><u>\$ 143,356.97</u></b>
<b>Equity</b>	<u>3,763,514.75</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u>\$ 3,906,871.72 *</u></b>

\*QCTV allocates fund reserves in two areas:

Operating Reserves = \$500,000

Capital Reserves = \$3,406,871.72 (\$4.6M 5-Year Cap Plan)

**Quad Cities Communications Commission**  
**Budget vs. Actuals: FY 2022 - FY22 P&L**  
January - December 2022

	Nov 2022				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
Duplication Revenue		\$ 41.67	\$ (41.67)	0.00%	\$ 387.09	\$ 500.00	\$ (112.91)	77.42%
Equipment Grant		5,000.00	(5,000.00)	0.00%	61,856.02	60,000.00	1,856.02	103.09%
Franchise Fees	248,958.48	71,500.00	177,458.48	348.19%	755,081.47	858,000.00	(102,918.53)	88.00%
Interest Income	8,758.96	375.00	8,383.96	2335.72%	37,550.96	4,500.00	33,050.96	834.47%
Miscellaneous Income		41.67	(41.67)	0.00%	0.17	500.00	(499.83)	0.03%
PEG Fee	132,455.06	35,750.00	96,705.06	370.50%	402,144.43	429,000.00	(26,855.57)	93.74%
Uncategorized Income	163,283.62		163,283.62		163,283.62	0.00	163,283.62	
<b>Total Income</b>	<b>553,456.12</b>	<b>112,708.34</b>	<b>440,747.78</b>	<b>491.05%</b>	<b>1,420,303.76</b>	<b>1,352,500.00</b>	<b>67,803.76</b>	<b>105.01%</b>
<b>Expenses</b>								
A-PERA Expense	3,850.98	4,731.25	(880.27)	81.39%	43,190.53	56,775.00	(13,584.47)	76.07%
A-SS/Medicare Expense	4,160.79	4,899.92	(739.13)	84.92%	45,200.11	58,799.00	(13,598.89)	76.87%
A-Wages - Full-time	43,522.60	50,903.17	(7,380.57)	85.50%	487,353.68	610,838.00	(123,484.32)	79.78%
A-Wages - Part-time	11,729.64	10,833.33	896.31	108.27%	111,391.56	130,000.00	(18,608.44)	85.69%
Accounting / HR Services		1,333.33	(1,333.33)	0.00%	9,777.23	16,000.00	(6,222.77)	61.11%
Ads/Promos/Sponsorships	50.00	916.67	(866.67)	5.45%	6,137.93	11,000.00	(4,862.07)	55.80%
Andover Capital Equipment		416.67	(416.67)	0.00%	82.50	5,000.00	(4,917.50)	1.65%
Announcers Fees	1,272.25	1,333.33	(61.08)	95.42%	14,503.84	16,000.00	(1,496.16)	90.65%
Anoka Capital Equipment	131.90	416.67	(284.77)	31.66%	1,447.40	5,000.00	(3,552.60)	28.95%
Audit		1,375.00	(1,375.00)	0.00%	15,721.93	16,500.00	(778.07)	95.28%
Bank Fees / CC Fees		20.83	(20.83)	0.00%	0.00	250.00	(250.00)	0.00%
Brand Apparel		208.33	(208.33)	0.00%	1,267.00	2,500.00	(1,233.00)	50.68%
Building - Cleaning	597.02	500.00	97.02	119.40%	6,549.83	6,000.00	549.83	109.16%
Building - Insurance		350.00	(350.00)	0.00%	5,062.00	4,200.00	862.00	120.52%
Building - Maintenance		833.33	(833.33)	0.00%	8,624.61	10,000.00	(1,375.39)	86.25%
Building - Supplies	54.61	125.00	(70.39)	43.69%	1,147.70	1,500.00	(352.30)	76.51%
Car Allowance	250.00	250.00	0.00	100.00%	2,750.00	3,000.00	(250.00)	91.67%
Cell Phone - Allowance	525.00	525.00	0.00	100.00%	5,775.00	6,300.00	(525.00)	91.67%
Champlin Capital Equipment	84.90	416.67	(331.77)	20.38%	1,072.36	5,000.00	(3,927.64)	21.45%
City Sewer & Water	612.90	216.67	396.23	282.87%	2,325.39	2,600.00	(274.61)	89.44%

**Quad Cities Communications Commission**  
**Budget vs. Actuals: FY 2022 - FY22 P&L**  
January - December 2022

	Nov 2022				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Commission Expense	5.05	208.33	(203.28)	2.42%	734.99	2,500.00	(1,765.01)	29.40%
Consulting Services		5,833.33	(5,833.33)	0.00%	23,757.00	70,000.00	(46,243.00)	33.94%
Duplication Expenses		20.83	(20.83)	0.00%	0.00	250.00	(250.00)	0.00%
Electric Service	1,422.50	1,250.00	172.50	113.80%	15,847.31	15,000.00	847.31	105.65%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	1,490.00	2,500.00	(1,010.00)	59.60%
Equip/Repair/Supply/Software	404.60	1,666.67	(1,262.07)	24.28%	12,487.77	20,000.00	(7,512.23)	62.44%
Federal Unempl Expense		70.83	(70.83)	0.00%	0.00	850.00	(850.00)	0.00%
Health Insurance	(174.80)	7,666.67	(7,841.47)	-2.28%	66,530.74	92,000.00	(25,469.26)	72.32%
Insurance - Deductibles		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Insurance - Liability / Bonds		400.00	(400.00)	0.00%	4,704.00	4,800.00	(96.00)	98.00%
Lawn Service	725.00	416.67	308.33	174.00%	4,830.50	5,000.00	(169.50)	96.61%
Legal Fees	115.00	1,500.00	(1,385.00)	7.67%	4,530.00	18,000.00	(13,470.00)	25.17%
Licenses and Permits	600.00	250.00	350.00	240.00%	1,050.00	3,000.00	(1,950.00)	35.00%
Meals	238.30	83.33	154.97	285.97%	238.30	1,000.00	(761.70)	23.83%
Memberships - NATOA / Others		833.33	(833.33)	0.00%	5,325.00	10,000.00	(4,675.00)	53.25%
Mileage	262.91	1,000.00	(737.09)	26.29%	3,541.30	12,000.00	(8,458.70)	29.51%
Miscellaneous Expenses	(245.26)	41.67	(286.93)	-588.58%	(606.44)	500.00	(1,106.44)	-121.29%
Natural Gas	150.03	416.67	(266.64)	36.01%	2,471.07	5,000.00	(2,528.93)	49.42%
Office Supplies / Equipment	547.84	500.00	47.84	109.57%	6,586.71	6,000.00	586.71	109.78%
Total Payroll Expenses	0.00	0.00	0.00		527.00	0.00	527.00	
Payroll Expenses (ADP/HSA)	275.00	83.33	191.67	330.01%	2,630.00	1,000.00	1,630.00	263.00%
Postage		41.67	(41.67)	0.00%	313.97	500.00	(186.03)	62.79%
Printing / Copy Services		41.67	(41.67)	0.00%	72.93	500.00	(427.07)	14.59%
Professional Development	175.00	1,833.33	(1,658.33)	9.55%	20,048.23	22,000.00	(1,951.77)	91.13%
Publications		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Ramsey Capital Equipment	224.81	416.67	(191.86)	53.95%	1,359.06	5,000.00	(3,640.94)	27.18%
Sales Tax		20.83	(20.83)	0.00%	99.00	250.00	(151.00)	39.60%
Secretary Services	253.50	166.67	86.83	152.10%	921.75	2,000.00	(1,078.25)	46.09%
Snow Plowing Service		500.00	(500.00)	0.00%	3,462.00	6,000.00	(2,538.00)	57.70%
State Unemploy Exp		208.33	(208.33)	0.00%	144.38	2,500.00	(2,355.62)	5.78%

**Quad Cities Communications Commission**  
**Budget vs. Actuals: FY 2022 - FY22 P&L**  
January - December 2022

	Nov 2022				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
STD / LTD / Life Insurance	602.13	625.00	(22.87)	96.34%	6,627.80	7,500.00	(872.20)	88.37%
Studio Sets	817.03	416.67	400.36	196.09%	1,442.31	5,000.00	(3,557.69)	28.85%
Subscription Services	773.39	1,833.33	(1,059.94)	42.18%	18,653.18	22,000.00	(3,346.82)	84.79%
Temp Staff Services		125.00	(125.00)	0.00%	0.00	1,500.00	(1,500.00)	0.00%
Vehicle - Equipment / Repair	1,324.88	1,250.00	74.88	105.99%	(19,446.71)	15,000.00	(34,446.71)	-129.64%
Vehicle - Insurance		116.67	(116.67)	0.00%	1,331.00	1,400.00	(69.00)	95.07%
Vehicle - Maintenance / Gas	208.09	625.00	(416.91)	33.29%	4,260.66	7,500.00	(3,239.34)	56.81%
Waste Removal	148.80	133.33	15.47	111.60%	1,971.96	1,600.00	371.96	123.25%
Web / VOD / Int / CaTV / Phone	2,039.14	2,333.33	(294.19)	87.39%	33,185.06	28,000.00	5,185.06	118.52%
Work Comp Insurance		166.67	(166.67)	0.00%	2,354.00	2,000.00	354.00	117.70%
<b>Total Expenses</b>	<b>77,735.53</b>	<b>113,992.67</b>	<b>(36,257.14)</b>	<b>68.19%</b>	<b>1,002,856.43</b>	<b>1,367,912.00</b>	<b>(365,055.57)</b>	<b>73.31%</b>
<b>Net Income</b>	<b>\$ 475,720.59</b>	<b>\$ (1,284.33)</b>	<b>\$ 477,004.92</b>	<b>-37040.37%</b>	<b>\$ 417,447.33</b>	<b>\$ (15,412.00)</b>	<b>\$ 432,859.33</b>	<b>-2708.59%</b>

ZCIP - Andover	31,700.63	101,634.38
ZCIP - Anoka	34,474.83	104,143.71
ZCIP - Building		11,000.00
ZCIP - Champlin	33,087.72	103,708.48
ZCIP - Master Control Equipment		59,877.42
ZCIP - Mobile Vehicles & Equipment		14,561.17
ZCIP - Office Equipment		8,948.54
ZCIP - Portable Field Equipment	1,387.10	44,872.80
ZCIP - Ramsey	33,087.72	101,888.05
	<u>\$ 133,738.00</u>	<u>\$ 550,634.55</u>

# QCTV Bank Reconciliation

## November 2022

Beginning Balance - 4M Statement	1,877,187.81
Less: Cleared Checks/Withdrawals	(103,478.00)
Plus: 4M Fund Interest	5,690.35
Plus: Bank Deposits/Credits	544,697.16
 Bank Balance	 \$2,324,097.32
 Book Balance	 2,324,097.32
 Adjusted Book Balance	 2,324,097.32
  Difference:	  \$0.00

Completed by: MK

# Quad Cities Communications Commission

## Bill Payment List

November 2022

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
11/04/2022	14349	Associated Bank	-134.62
11/04/2022	14350	HealthEquity Inc.	-455.81
11/04/2022	W D	Minnesota State Retirement System	-650.00
11/04/2022	W D	PERA	-3,703.93
11/09/2022	14351	Alpha Video & Audio Inc.	-5,174.44
11/09/2022	14352	Anoka Area Chamber of Commerce	-420.00
11/09/2022	14353	BizzyWeb, LLC	-2,700.00
11/09/2022	14354	CDW Direct	-75.05
11/09/2022	14355	City of Andover	-1,066.83
11/09/2022	14356	City of Champlin	-612.90
11/09/2022	14357	Coordinated Business Systems, LTD	-26.21
11/09/2022	14358	ECM Publisher	-400.00
11/09/2022	14359	Gerald S. Thomson	-240.00
11/09/2022	14360	Greenery Enterprises, Inc.	-725.00
11/09/2022	14361	HealthEquity Inc.	-31.60
11/09/2022	14362	Heartland Video Systems, Inc.	-439.53
11/09/2022	14363	James R. Erickson	-160.00
11/09/2022	14364	Joe G. Ruhland	-640.00
11/09/2022	14365	Kennedy & Graven, Chartered	-1,350.00
11/09/2022	14366	LiveU Inc.	-1,286.20
11/09/2022	14367	Maza Technologies, LLC	-1,737.20
11/09/2022	14368	Preferred One Insurance Co.	-6,498.50
11/09/2022	14369	Roadcase.com	-645.00
11/09/2022	14370	Sportzcast, Inc.	-329.00
11/09/2022	14371	Strategic Hawks, Ilc	-240.00
11/09/2022	14372	T-Mobile	-93.45
11/09/2022	14373	Timothy Anderson	-80.00
11/09/2022	14374	U.S. Bank Corporate	-1,401.32
11/18/2022	14375	ACE Solid Waste, Inc.	-148.80
11/18/2022	14376	Amazon	-832.32
11/18/2022	14377	Andover High School	-450.00
11/18/2022	14378	Associated Bank	-134.62
11/18/2022	14379	CenterPoint Energy	-150.03
11/18/2022	14380	Comcast 2	-487.84
11/18/2022	14381	Comcast Cable	-891.14
11/18/2022	14382	Coordinated Business Systems, LTD	-23.77
11/18/2022	14383	Fastsigns	-666.13
11/18/2022	14384	HealthEquity Inc.	-455.81
11/18/2022	14385	Huebsch	-54.61
11/18/2022	14386	Strategic Hawks, Ilc	-438.50
11/18/2022	14387	The Lincoln National Life Ins. Co.	-602.13
11/18/2022	14388	Verizon	-120.03
11/18/2022	14389	Vividly Clean Inc.	-597.02

# Quad Cities Communications Commission

## Bill Payment List

November 2022

DATE	NUM	VENDOR	AMOUNT
11/18/2022	14390	Xcel Energy	-1,372.31
11/18/2022	W D	Minnesota State Retirement System	-650.00
11/18/2022	W D	PERA	-3,484.55
<b>Total for Quad Cities Commission</b>			<b>\$ -42,876.20</b>

## QCCCC Agenda Item

### 4.3 Executive Director's Report

**January 4, 2022**

**To:** Commissioners

**From:** Karen George, Executive Director

**Subject:** Executive Director's Report

---

**Commission organizational items - January 19**

The commission organizational items will be on the January agenda. I do not expect changes to the member city representatives. Meeting invites for 2023 have been sent.

**Worksession March 16 followed by regular meeting**

There will be a programming work session beginning at 10 am followed by a commission meeting at 11 am. The Budget Committee suggested the city communications staff be invited to this worksession. The invitation has been sent.

**Ashpaugh & Sculco CPA fee audit**

The settlement agreement was executed following commission approval at the September meeting. Payment from Comcast was received in November. The project is complete.

**Strategic Plan retreat**

QCTV staff met on December 14 to review 2022 accomplishments and set the 2023 objectives. Report to the commission in January.

**City Hall equipment installations complete**

All four city hall council chambers have new equipment. The equipment substitution approved by the commission has arrived and been installed. Project complete.

**Closed Captioning Equipment**

The equipment has been received. Installation schedule for Q1 2023. Note: As a member of NATOA, QCTV received a \$27,645 discount on this equipment purchase!

**City Communications staff meeting**

Met with city communications staff regarding 2023 programming priorities, RSS feeds, elections, and other city initiatives.



### **Investments**

I worked with the treasurer and Andover finance staff to complete an investment rotation plan. We have five certificates on a staggered schedule of maturity in 2023.

### **Wage plan adjustments for Q4 2022**

The wage adjustment has been completed.

### **City evergreen programming – boards and commissions**

A new city request was implemented in Ramsey – video segments for recruitment of boards and commission. This will be replicated in other member cities.

### **Healthcare**

UnitedHealthCare purchased Preferred One. The transition to the new company has been a bit rocky and taken some time to navigate.

### **2023 Programming Priorities**

On November 21, the committee reviewed 2022 programming data/city requests and then provided input on city-submitted programming priorities for 2023. Direction provided: Budget Committee to meet quarterly to review 2023 programming priorities; Invite city communications staff to the March programming worksession; Statistical information on engagement; update programming guidelines regarding city staff communication on programming content submitted by elected officials; 2023 programming objectives. Staff has taken action on all items.

### **Live & Local – 2023 schedule**

A major change to the 2023 programming priorities is to implement additional Live & Local shows with content directed by the city. The 2023 objective to accomplish this is to schedule monthly Live & Local time slots the last Wednesday of each month at 2 pm. This replaces one weekly The Post news show each month.

To date, here is the schedule:

January 25 – All cities – Topic is Festivals

February 29 – All cities – State of the Cities

March 29 – Anoka

April 26 – Ramsey

June 28 – Champlin

July 26 – Ramsey

September 27 – Anoka

October 25 – Champlin

Andover will notify of August and November opportunities.

### **Supplemental Revenue**

The Lexica Phase III report on supplemental revenue was accepted by the commission in September. Additional input from commissioners was gathered at the November worksession. Objectives have been included in the 2023 strategic plan.

**MACTA Legislative Project**

MACTA has engaged a Public Policy PR firm to lead an effort to modernize the funding structure supporting community television. This is a statewide effort and supports QCTV's efforts of sustainability.

**Anoka Area Chamber of Commerce**

QCTV continues to provide coverage of Chamber events of interest to the public and the monthly business profile chamber show. I continue to participate in new business ribbon cutting events as a Chamber Ambassador.

**Action Requested:** Accept Executive Director's report.

## QCCCC Agenda Item

### 4.4 Commission Organization Items

**January 9, 2023**

**To:** Commissioners

**From:** Karen George, Executive Director

**Subject:** Commission Organization Items

---

The commission elects officers and appoints committee members the first quarter of each year following a city election. This being an odd-year, there were no regularly scheduled city elections and therefore, no changes to the commission proposed.

#### **Meeting date and time**

The Quad Cities Cable Communications Commission meets the third Thursday of every-other month at 11 am in the City of Ramsey Council Chambers. See attachment.

#### **Commissioner per diem**

The commissioners receive per diem payments for attending commission and committee meetings. Commissioners per diem rates for 2023 are:

Commission meeting or work session: \$40 per meeting

Commission committee meeting (*when not combined with regular meeting*): \$40.

#### **Commission Officers**

Chair – Jamie Barthel

Vice-Chair – Bret Heitkamp

Secretary – Matt Woestehoff

Treasurer – Erik Skogquist

#### **Committee appointments**

##### **Personnel Committee**

Jamie Barthel, Andover

Greg Lee, Anoka

Tom Moe, Champlin

Dan Specht, Ramsey

##### **Budget Committee**

Jim Dickinson, Andover

Erik Skogquist, Anoka

Bret Heitkamp, Champlin

Matt Woestehoff, Ramsey

#### **Action Options:**

Options Regarding Election and Appointments

- Elect new officers
- Appoint new committee members
- Affirm current officers and committee appointments
- No action, appointments stand as current

#### Options Regarding Per Diem

- Change per diem rate
- Affirm current per diem rate (\$40 per meeting)
- No action, 2023 per diem rate remains unchanged

#### **Other Organization Items**

Designate Depository – Agenda item 5.1 for January 19, 2023 commission meeting.

City CIP Payment – The 2023 member city CIP payment is \$20,000 – approved with budget action at the September 15, 2022 commission meeting.

## **Quad Cities Cable Communications Commission 2023 Meeting Plan**

### **January 19**

Commission Meeting  
Designate depository

### **March 16**

Commission Worksession: Programming (10 am)  
Commission Meeting

### **April TBD**

Personnel Committee: Annual review  
Budget Committee: City CIP and Audit Review

### **May 18**

Commission Meeting

### **May or June TBD**

Commission/Staff Event

### **July 20**

Commission Meeting

### **September TBD**

Budget Committee

### **September 21**

Commission Worksession: Technology (10 am)  
Commission Meeting  
Budget and CIP approval

### **November 16**

Commission Meeting

## QCCCC Agenda Item

### 4.3.1 Operations Report

**November 30, 2022**

**To:** Karen George, Executive Director

**From:** Katherine Lenaburg, Operations Manager

**Subject: Operations Update**

---

In the month of November, we produced 17 live government meetings; 7 were cancelled.

Regular productions included 4 live episodes of *The Post* that includes 22 pre-produced stories and a live report during each weekly show. Here is a rundown of the stories we produced promoting our member cities:

November 2:

Andover- Community Center- Tot Time

Anoka- Anoka Lions, Halloween photos

Champlin- Blessings Box

Ramsey- City Job Openings

Sports Recap

Live shot from Andover

November 9:

Andover- Veterans Memorial Donation

Anoka- Small Business Day 2022

Champlin- Mississippi Crossings

Ramsey- Meet Pat Johnson

Sports Recap

Live shot from Champlin

November 16:

Andover- Craft Fair

Anoka- Anti-Crime Commission Presentation by Chief Erickson

Champlin- Bingo Promo

Ramsey- Live and Local Promo

Sports Recap

Live shot from Ramsey

November 30:

Andover- Openings on Boards and Commissions, Spin Class

Anoka- Peterson Shoes

Champlin- Artisan Market

Ramsey- New business Miss Iz Ice Cream

Sports Recap

Live shot from Anoka

These stories were re-deployed on social media per our strategic plan.

We attended the Anoka Anti-Crime Commission Breakfast and produced coverage of the program that includes the annual crime statistics by Chief Peterson.

We produced *The Chamber Report* and *Game Sharks* in our studio.

We produced *Live and Local: Ramsey* at Green Valley Garden Center. Interviews included city staff as well as the owner of Green Valley. The focus was on local businesses, and we produced 4 stories on local Ramsey businesses.

We carried the State of Minnesota Veterans Day program, produced by a sister station.

We carried 4 concerts produced by the Roseville School District 623.

In local sports it was play-off season and we produced the Andover/ Elk River 7-AAAAA Championship game as well as the Andover/Wayzata State Soccer Semi-Final game. Ours sister station CCX produced coverage of the Champlin Park/Wayzata 5AAAA Volleyball game and we carried it.

We also had the opportunity to produce live coverage of the University of Minnesota/St.Cloud State University Hall of Fame hockey game, held at the Andover Community Center. We did pre-game interviews with coaches, players, and alumni.

Winter sports started and we produced three games. (hockey and basketball)

We produced a show with the local League of Women Voters titled *Spotlight on Issue: The Power of Personal History*.

Procured programming including an episode of *Inside Health Care*.

**Testimonial this month:**

“Thank you QCTV for broadcasting the Hall of Fame game between the University of Minnesota Women’s hockey game with St. Cloud State. I really appreciate the coverage.

- Barb Allan, St. Paul



## **“QCCCC Agenda Item**

### **4.3.1 Operations Report**

**December 30, 2022**

**To:** Karen George, Executive Director

**From:** Katherine Lenaburg, Operations Manager

**Subject: Operations Update**

---

In the month of December, we produced 17 live government meetings; 7 were cancelled.

Regular productions included 3 live episodes of *The Post* that includes 18 pre-produced stories and a live report during each weekly show. Due to the holiday, we produced a “Best of The Post for 2022” with 8 stories. We also experimented with having a studio guest in one show and it went well. Here is a rundown of the stories we produced promoting our member cities:

December 7:

Andover- Local Author El Holly

Anoka- Winter Kick-Off

Champlin- Christmas at the Crossings

Ramsey- Alison’s Pastries

Sports Recap

Live shot from Champlin

December 13:

Andover- Fire Dept. Toys for Joy, Local Author Jennifer Devries

Anoka- Avant Garden

Champlin- Rock the Rink Promo

Ramsey- Ramsey Bicycle Shop

Sports Recap

In Studio Guest: Anoka County Library Manager Erin Straszewski

Live shot from Ramsey

December 21:

Andover- Recycling Update

Anoka- Better Value Liquors

Champlin- Ryan Karasek says Goodbye

Ramsey- Christmas Tree Lights Up, Ole and Lena at Connexus

Sports Recap

Live shot from Champlin

December 21:

The Best of the Post 2022

Andover- Pencils for Lucas, What's My Job

Anoka- Federal Ammunition, What's My Job

Champlin- Trailhead Cycling, What's My Job

Ramsey- Connexus, What's My Job

These stories were re-deployed on social media per our strategic plan.

We produced *The Chamber Report* and *Game Sharks* in our studio.

We produced *Live and Local: Anoka*. Interviews included city staff as well as Larry Norland from Greenhaven and Susan Yee of Rum River Art Center. The focus was on local businesses, and we produced stories on Amore Antiques, Better Value Liquors, and Avant Garden Books and Coffee.

We were asked by the Champlin Police Department to produce a Winter Safety PSA so we did and shared it with local law enforcement departments on social media.

In sports we produced 5 games with our mobile production van, 4 "lite" productions, and 9 promos to run during games.

I spent time entering the 2022 Telly awards.

We produced *At the Half*, a show featuring the Anoka cheerleading squad, the Champlin gymnastics team, and an Andover hockey story with the 2 coaches. This show is hosted by an Andover student and plays at half-time during our winter games.

We were asked by the city of Ramsey to produce videos on their five boards and commissions: Environmental Policy Board, Planning Commission, Charter commission, Economic Development Authority, and Parks and Recreation Commission. We will do this for our other 3 cities as well.

We produced a holiday concert by the Champlin Park High School music department that included the varsity, philharmonic, chamber, and concert orchestras, as well as symphonic winds.

We carried 2 concerts and 4 games produced by sister stations.

Other procured programming includes an episode of *Inside Health Care*.

**Testimonial this month:**

“Hi Katherine, Thank you for the excellent Live and Local: Anoka show on Friday- I loved it!”

- Pam Bowman, Communication Manager, City of Anoka

4.3.2 Technology Report

January 10, 2022

**To:** Karen George, Executive Director  
**From:** John Sommer, Technology Manager  
**Subject:** November 2022 Technology Report

---

**General Items:**

Crestron programming updates completed at all four cities. This completes that phase of the City Hall equipment replacement project. Total expenses matched budgeted amount; there were no change orders or additional costs.

Azure AD update – Backup Active Directory server. Azure AD Sync would not work well for QCTV because of the way the accounts were originally set up. I think that my predecessor set up the O365 environment separately from Azure. The QCTV local Active Directory infrastructure has different accounts than what is in Microsoft Azure. If we tried to set up Azure AD sync from our local domain controller it would create duplicate accounts. The other option would be to delete all the existing accounts and start over, but I do not recommend we do that as we would lose all of our past data associated with our accounts. Our best options are to either purchase a refurbished server from Dell to serve as the backup/offsite server or to repurpose a server we are pulling out of the Machine Room this year.

CJ and John, along with Taylor and Ryan from Production, attended AVI Live at Target Field. (AVI is a national video integrator with offices in the Twin Cities.) We met with vendors and looked at new equipment. It was a good opportunity to connect with technical support staff with some of our suppliers.

**Equipment Issues:**

**QCTV Equipment**

Three short power outages on November 21<sup>st</sup> in Champlin. We needed to replace an audio embedder for the studio. No issues with equipment at Champlin City Hall. No other equipment was damaged.

**City Equipment**

No issues to report for this period.

**Comcast Equipment**

Anoka I-Net signal interruption problem was resolved by Comcast technicians. Signal quality issues persist.

**Action Requested: None.**

**QCCCC Agenda Item**  
**4.3.2 Technology Report**

**January 11, 2023**

**To: Karen George, Executive Director**  
**From: John Sommer, Technology Manager**  
**Subject: December 2022 Technology Report**

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**General Items:**

**Project updates**

City Hall production equipment replacement project is complete at all four cities. The final piece of equipment approved at the November Cable Commission meeting was installed before the end of the year.

**Capital equipment updates**

Tripods and Canon Camera delivered and deployed to producers. Final invoice totals were slightly under the approved amount.

All Closed Captioning equipment was delivered this month. Final cost met the budgeted amount and did not exceed the Five-Year Capital Plan. Equipment will be installed in the Machine Room in the first half of January. System set-up and configuration will begin after the equipment is installed. While configuration, testing and set-up will continue into February, QCTV will caption all government meetings by the end of January.

**Equipment Issues:**

**QCTV Equipment**

No issues to report for this period.

**City Equipment**

No issues to report for this period.

**Comcast Equipment**

No issues to report for this period.

**Action Requested: None.**

January 9, 2023

To: Karen George, Executive Director

From: Seamus Burke, Social Media/Communications Coordinator

Subject: January 2023 Social Media & Communications Report

---

QCTV continues to post daily to Facebook, Instagram, Twitter, and occasionally to LinkedIn as needed. QCTV has also continued uploading segments from its programs to its YouTube channel. Segments from *The Chamber Report* continue to be posted to LinkedIn. QCTV also continues to tag relevant businesses/interviewees. Coverage of winter sports has begun, and our livestreamed games continue to perform well. As usual, hockey games are especially popular. As with fall sports, I plan on attending select games from each of our high schools to take photos on scene, tweet videos of scoring plays in real time, and assist with the production as needed.

In December, obtained my remote pilot (drone) license. Since getting the license, I have flown one of QCTV's drones in Andover, Anoka and Champlin to take pictures for social media. Ramsey will have photos taken in the near future. I posted the drone photos into these groups to capitalize on interest from the community and saw very high engagement numbers. I also posted a request for viewer-submitted photos in the Anoka community Facebook group. A local photographer sent me six photos with permission to repost them to our social media accounts, which I did later in the week. I plan on posting more such requests in the future.

I continue to meet quarterly with communication staff from each of our member cities. Our last meeting was December 6<sup>th</sup> where we, among other items, updated city staff on closed captioning, solicited suggestions for content, and invited the communications staff to the QCCCC March Programming Work Session.

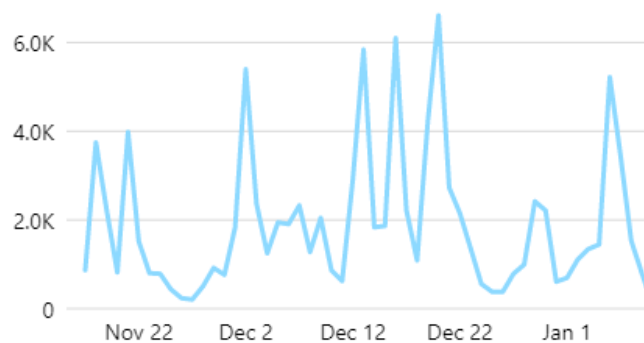
We have continued to monetize our video content on YouTube. We made ~ \$70 since the last commission meeting (Nov. 17<sup>th</sup>). This is significantly lower than the revenue generated between the September and November commission meetings (we generated ~ \$320 during this period). However, this was to be expected, as some of our highest viewed streams of the year occurred during the fall (football playoffs, Anoka Halloween, etc.). The amount of money made in the current period may more closely reflect more typical revenue estimates.

As usual, I have provided some key analytics from various platforms below. All data represents activity/growth between the date of the last Commission meeting (November 17<sup>th</sup>, 2022) and the date of writing this report (January 9<sup>th</sup>, 2023).

### **Facebook Reach:**

Facebook Page reach ⓘ

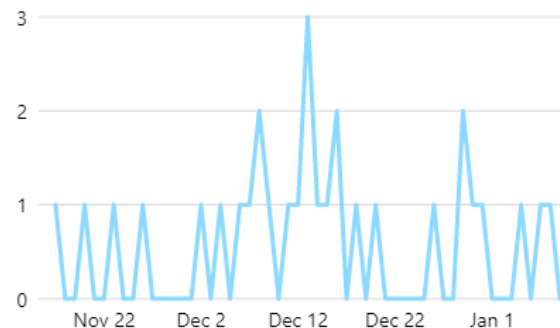
37,956 ↓ 27.9%



### **Facebook Followers: 3,117 (30 new):**

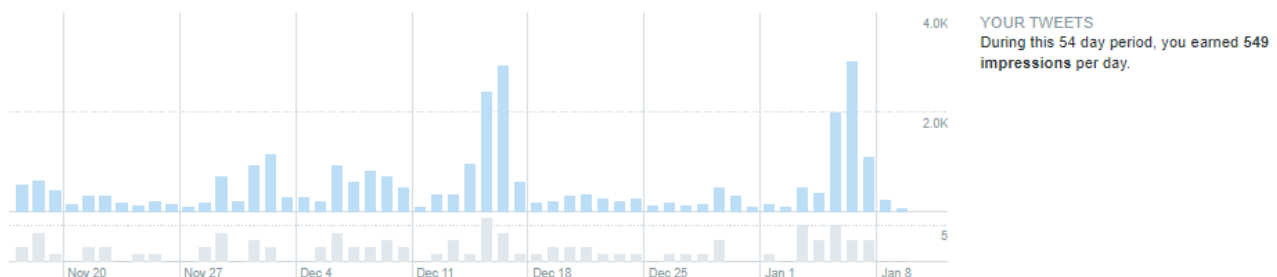
Facebook Page new likes ⓘ

30 ↓ 55.9%







### **Twitter Impressions:**

Your Tweets earned 31.5K impressions over this 54 day period



## Top Tweets:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	QCTV @qctv · Jan 5 We've got another great hockey game coming up tonight! 🔥🍷  Tune in LIVE at 7:00 pm to see @MGCrimsonHockey take on @andoverhshockey!  youtu.be/4Q4J-uus7dE  @AndHSHuskies  #HuskyNation #RollSkies #QCTV pic.twitter.com/hHPI4hMmMC  <a href="#">View Tweet activity</a>			2,987	338	11.3%
	QCTV @qctv · Dec 15 We've got a QCTV Member-City Matchup TONIGHT! 🔥🍷  Tune in LIVE at 7:00 pm to see @andoverhshockey take on @Cpboyshockey! Click below to watch with us on our YouTube channel!  youtu.be/wALKFIIDhW4  #HuskyNation #RollSkies #LIVChamplin #QCTV  <a href="#">View Tweet activity</a>			2,801	85	3.0%
	QCTV @qctv · Dec 1 We've got another great hockey game coming up tonight! 🔥🍷  Tune in LIVE at 7:00 pm when @MGCrimsonHockey takes on @ATownPuck! Click below to catch all the action on our YouTube channel!  youtu.be/ci-yEP0hDas  #AnokaMN #QCTV pic.twitter.com/HxzENBGpVE  <a href="#">View Tweet activity</a>			1,816	295	16.2%
	QCTV @qctv · Jan 5 Tough loss for @andoverhshockey in the state title rematch against the Crimson rivals from Maple Grove @MapleGroveSrHS pic.twitter.com/xiBE576E2k  <a href="#">View Tweet activity</a>			1,364	237	17.4%

### Engagements

Showing 54 days with daily frequency

Engagement rate  
4.3%



### Link clicks

541

Jan 9  
0 link clicks



On average, you earned 10 link clicks per day

### Retweets without comments

45

Jan 9  
0 Retweets without comments



On average, you earned 1 Retweets without comments per day

### Likes

129

Jan 9  
0 Likes



On average, you earned 2 likes per day

### Replies

10

Jan 9  
0 replies

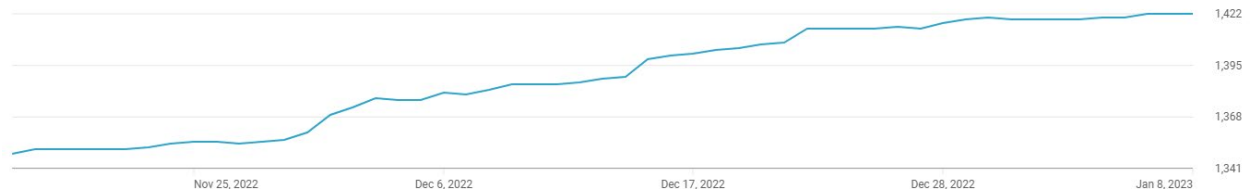


On average, you earned 0 replies per

## YouTube Subscribers – 1,422 (86 new):

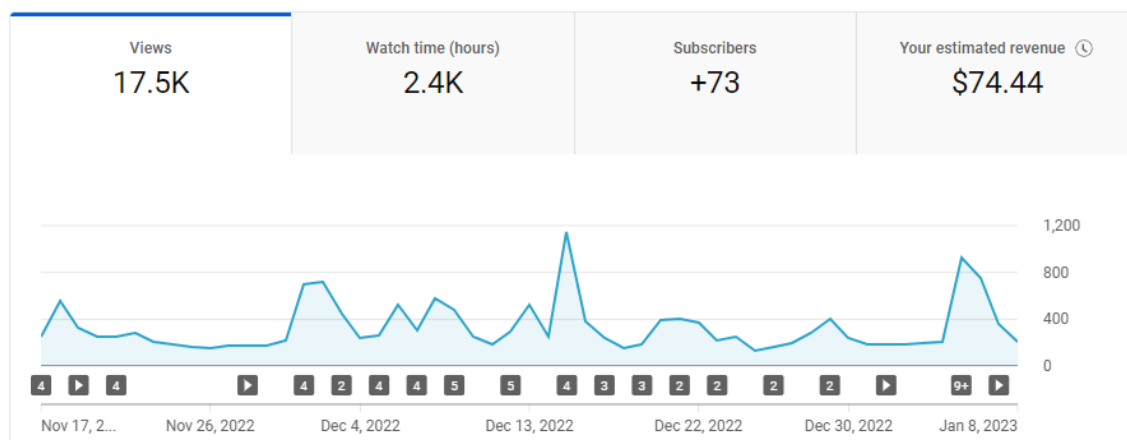
Channel growth  
Total subscribers

Nov 17, 2022 – Jan 8, 2023  
Custom



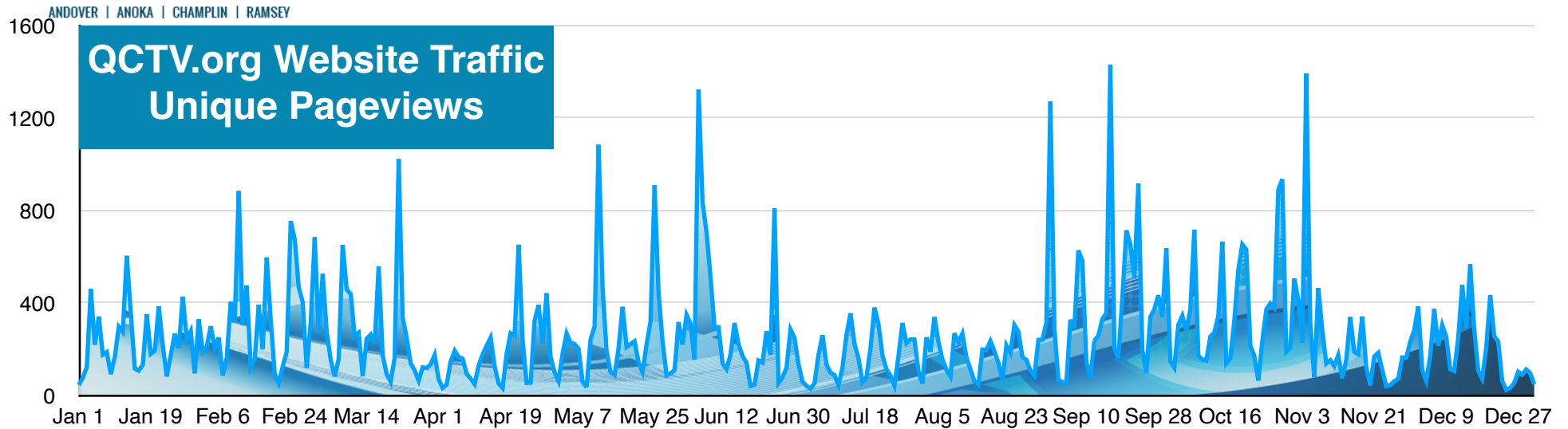
## YouTube Views:

In the selected period, your channel got 17,508 views

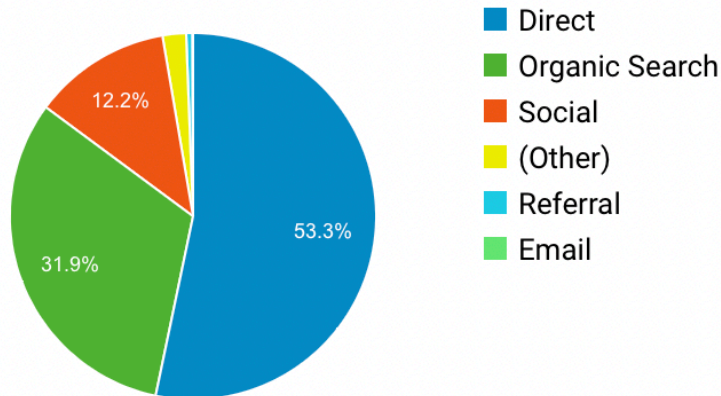




# 2022 January through December Stats



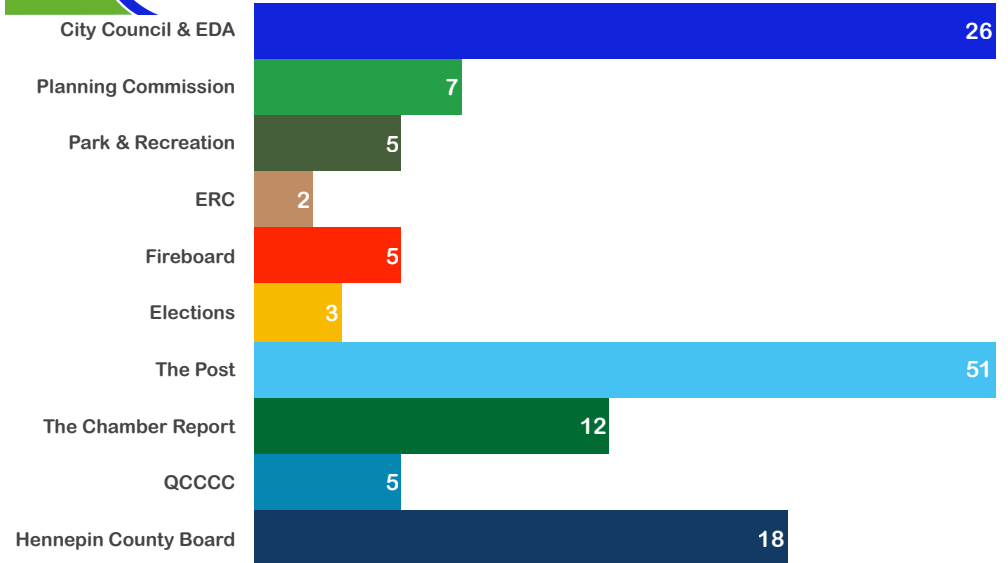
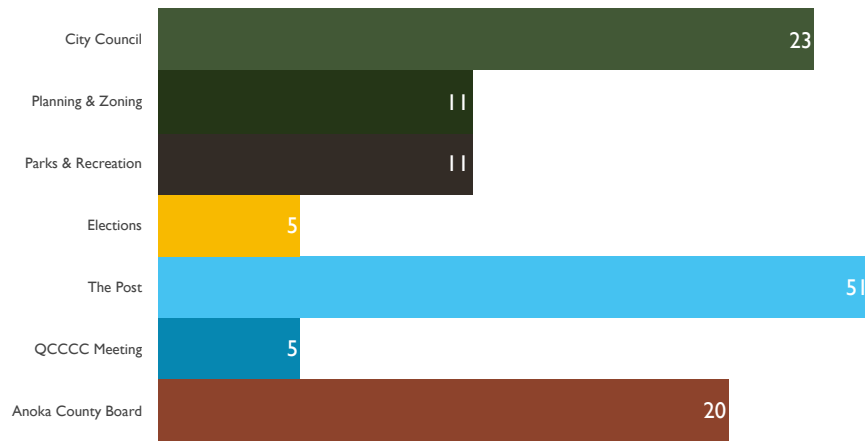
## How did people find us and what page did they go to most?



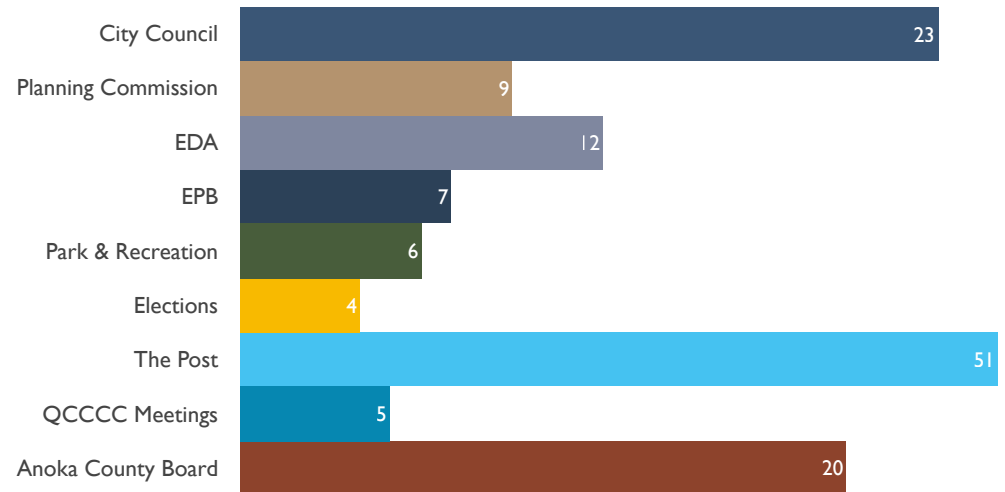
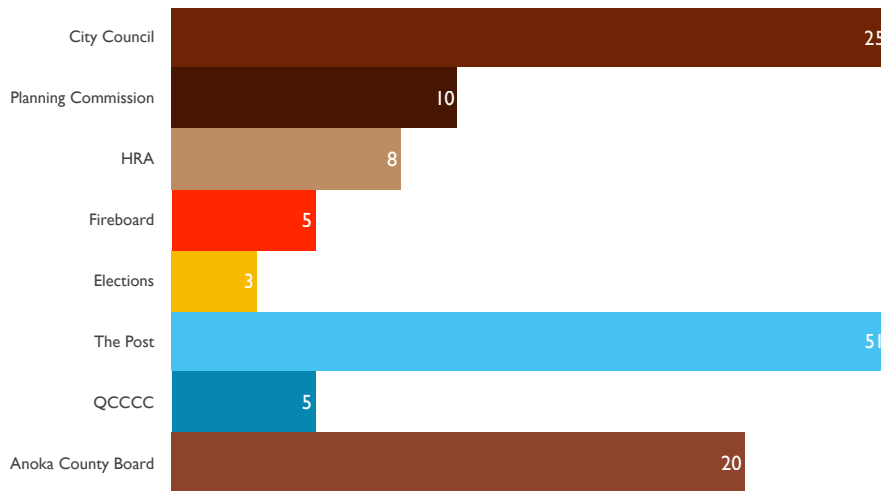
- Direct
- Organic Search
- Social
- (Other)
- Referral
- Email

Top Ways Users Find QCTV		
1	Direct	15,368
2	Web Search	9,588
3	Social Media	3,585
4	Other - Feedburner	593
5	Referral - from other sites	185
6	Email	21

Top 10 Pages		
1	Homepage	21,192
2	Live - Community Channel	7,864
3	Sports	7,016
4	Ramsey	3,434
5	Anoka	3,263
6	Andover	2,481
7	Program Guide	2,132
8	The Post	2,024
9	Champlin	1,533
10	Programs	1,342



## City Channel Programming

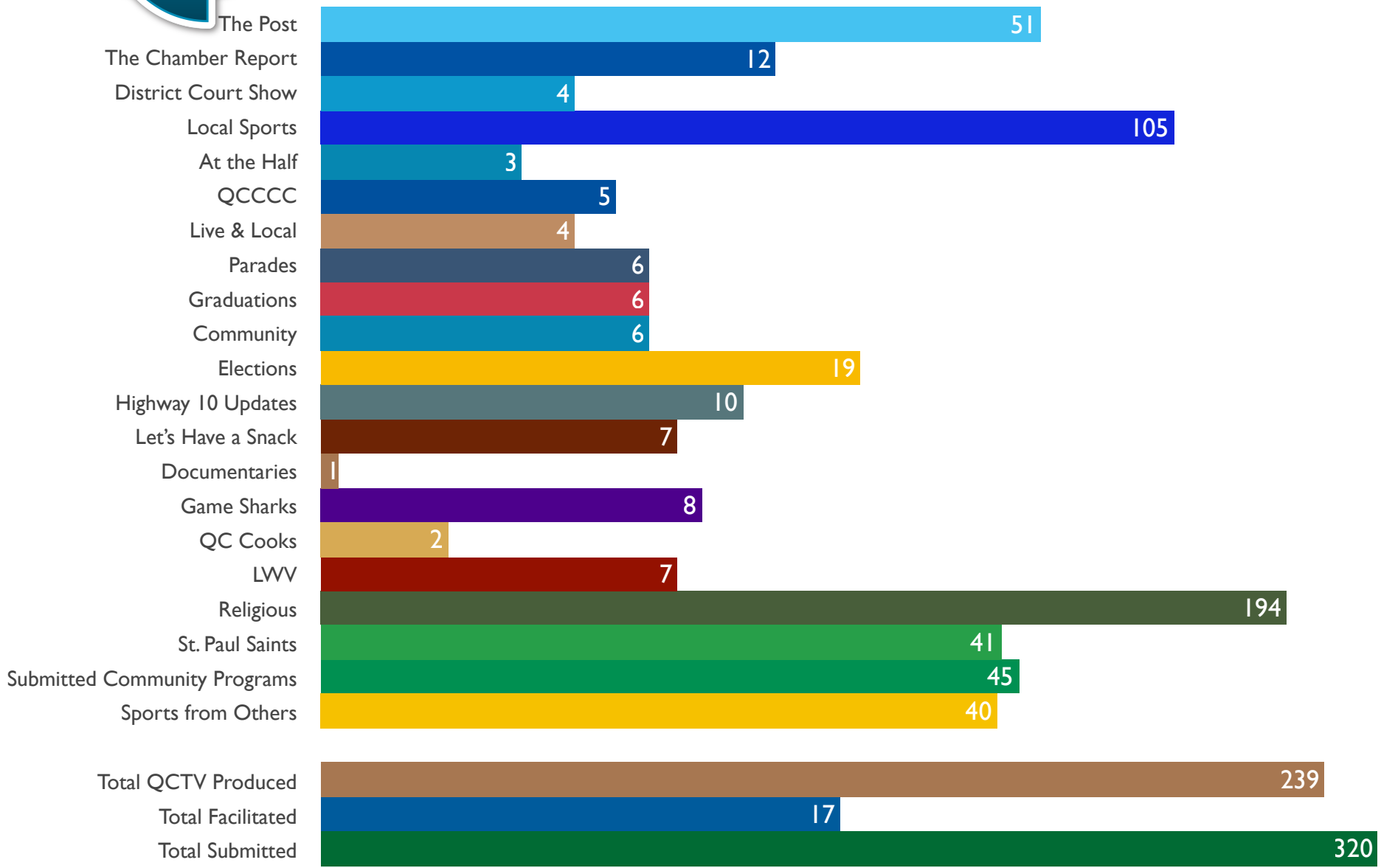


**208 City Meetings Produced by QCTV**

**Jan - Dec 2022**



# Community Channel Programming



Jan - Dec 2022

## QCCCC Agenda Item

### 5.1 Designated Depository

**January 9, 2023**

**To:** Commissioners

**From:** Karen George, Executive Director

**Subject:** Designated Depository

---

The Minnesota Statutes sets forth the procedures for the deposit of public funds which include requiring Quad Cities Cable Communications Commission to annually designate the official depositories for Commission funds and manage the collateral pledged to such funds. Other financial institutions are, from time to time, able to pay the Commission interest rates on deposits that are greater than can be obtained from the official depository.

Staff recommends the commission designate US Bank as the official depository for 2023; that the PMA Financial Network, Inc. (Minnesota Municipal Money Market Fund) be designated as additional depository for 2023 for investment and cash management purposes only; and, that the Commission Board of Directors is hereby designated as the approval authority for the release and acceptance of all collateral to be held by the organization in conjunction with Commission funds on deposit with authorized institutions.

**Action Requested:** Designate depository

Motion to designate US Bank as the official depository for 2023; that the PMA Financial Network, Inc. (Minnesota Municipal Money Market Fund) be designated as additional depository for 2023 for investment and cash management purposes only; and, that the Commission Board of Directors is hereby designated as the approval authority for the release and acceptance of all collateral to be held by the organization in conjunction with Commission funds on deposit with authorized institutions.

## **QCCCC Agenda Item**

### **5.2 2023 Budget Amendment**

**January 9, 2023**

**To:** Commissioners

**From:** Karen George, Executive Director

**Subject:** 2023 Budget Amendment

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#### **QCTV CIP**

The Quad Cities Cable Communications Commission adopts an annual operating budget. The commission also annually reviews the 5-Year Capital Improvement Plan but then grants staff the authority to make capital purchases by project submission to the commission.

The 2023 CIP amount is projected at \$593,500. Therefore, this budget amendment will roll that into the operating budget. Both revenue and expenditure budgets will be adjusted by \$593,500. QCTV staff will continue to present each capital investment project to the commission for approval prior to expenditure of the capital reserve funds.

**Action Requested:** Motion to amend the 2023 Operating Budget by \$\$593,500.

## QCCCC Agenda Item

### 5.3 Pay Equity Report

**January 9, 2023**

**To:** Commissioners

**From:** Karen George, Executive Director

**Subject:** Pay Equity Report

---

The Quad Cities Cable Communications Commission is required to submit reports to the Minnesota Management and Budget Office.

#### **Local Government Pay Equity**

State law requires all public jurisdictions such as cities, counties, and school districts to eliminate any gender-based wage inequities in compensation and submit reports to MMB. For information about reporting, refer to Minnesota Statute 471.991-999 Municipal Rights, Powers, Duties; Equitable Compensation and Minnesota Rules Chapter 3920 Local Government Pay Equity.

MMB staff is responsible for assisting local government employers in implementing this law. In 1992, the division began analyzing reports from local governments to ensure that compliance is achieved and maintained.

**Action Requested:** Motion to approve the Pay Equity Report and submit to MMB.

## Pay Equity Implementation Report

---

### Part A: Jurisdiction Identification

Jurisdiction: Quad Cities Cable Communications Commission  
12254 Ensign Avenue N.

Jurisdiction Type: Other

Champlin, MN 55316-1968

Contact: Karen George

Phone: (763) 427-1411

E-Mail: karen.george@qctv.org

Contact: Dana Makinen

Phone: (763) 767-5143

E-Mail: d.makinen@andovermn.gov

---

### Part B: Official Verification

1. The job evaluation system used measured skill, effort responsibility and working conditions and the same system was used for all classes of employees.

The system was used: State Job Match

Description:

2. Health Insurance benefits for male and female classes of comparable value have been evaluated and:

3. An official notice has been posted at:

12554 Ensign Ave NW

(prominent location)

informing employees that the Pay Equity Implementation Report has been filed and is available to employees upon request. A copy of the notice has been sent to each exclusive representative, if any, and also to the public library.

The report was approved by:

(governing body)

(chief elected official)

(title)

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### Part C: Total Payroll

\$626108.88

is the annual payroll for the calendar year just ended December 31.

- [ ] Checking this box indicates the following:

- signature of chief elected official
- approval by governing body
- all information is complete and accurate, and
- all employees over which the jurisdiction has final budgetary authority are included

Date Submitted:12/30/2022

## Compliance Report

Jurisdiction: Quad Cities Cable Communications Commission  
12254 Ensign Avenue N.

Report Year: 2023  
Case: 1 - 2022 Data (Private (Jur  
Only))

Champlin, MN 55316-1968

Contact: Karen George

Phone: (763) 427-1411

E-Mail: karen.george@qctv.org

The statistical analysis, salary range and exceptional service pay test results are shown below. Part I is general information from your pay equity report data. Parts II, III and IV give you the test results.

For more detail on each test, refer to the Guide to Pay Equity Compliance and Computer Reports.

### I. GENERAL JOB CLASS INFORMATION

	Male Classes	Female Classes	Balanced Classes	All Job Classes
# Job Classes	3	2	1	6
# Employees	4	2	4	10
Avg. Max Monthly Pay per employee	5113.00	7926.17		5483.23

### II. STATISTICAL ANALYSIS TEST

#### A. Underpayment Ratio = 0 \*

	Male Classes	Female Classes
a. # At or above Predicted Pay	3	2
b. # Below Predicted Pay	0	0
c. TOTAL	3	2
d. % Below Predicted Pay (b divided by c = d)	0.00	0.00

\*(Result is % of male classes below predicted pay divided by % of female classes below predicted pay.)

#### B. T-test Results

Degrees of Freedom (DF) = 4	Value of T = 0.000
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a. Avg. diff. in pay from predicted pay for male jobs = 0

b. Avg. diff. in pay from predicted pay for female jobs = 0

### III. SALARY RANGE TEST = 100.00 (Result is A divided by B)

A. Avg. # of years to max salary for male jobs = 6.00

B. Avg. # of years to max salary for female jobs = 6.00

### IV. EXCEPTIONAL SERVICE PAY TEST = 0.00 (Result is B divided by A)

A. % of male classes receiving ESP = 0.00 \*

B. % of female classes receiving ESP = 0.00

\*(If 20% or less, test result will be 0.00)



## QCCCC Agenda Item

### 5.4 Strategic Plan

**January 9, 2023**

**To:** Commissioners

**From:** Karen George, Executive Director

**Subject:** Strategic Plan

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The Commission approved the 5-Year Strategic Plan September 2019.

Last year, the 2021 achievement report was presented to the commission and staff created the 2022 one-year objective plan. Staff completed the 2022 review of strategic plan achievements and the report is attached. QCTV staff met with Aurora Consulting to facilitate strategic planning for 2023. The 2023 plan will be shared with the commission once it is finalized.

**Action Requested:** Accept year three strategic plan review.



# QUAD CITIES COMMUNITY TELEVISION

ANDOVER | ANOKA | CHAMPLIN | RAMSEY

## MISSION

Connecting communities through  
local programming valued by residents.

## VISION

Innovative use of emerging  
technology for engaged  
communities.

## VALUES

Respect people and perspectives  
Communicate openly | Innovate for impact  
Focus on quality | Collaborate for success

## 2019 - 2023 STRATEGIC PLAN



### ENGAGING THE COMMUNITY

Develop capacity to market  
QCTV.

Leverage community partners  
for programming.

Update programming content  
to engage the community.



### COLLABORATING FOR SUCCESS

Define core services within  
legal parameters.

Promote engagement  
among staff and  
commissioners.

Foster collaborative  
working relationships  
between QCTV and city  
staff.



### INNOVATING FOR IMPACT

Identify community needs and  
assess engagement.

Diversify distribution  
platforms.

Diversify revenue for  
sustainability.

## 2022 KEY PERFORMANCE INDICATORS

122,077

Website Hits

212

City Programs

\$586,931

City Hall Technology Investment

902,000

Impressions Across Social  
Media Platforms

255

Community Programs

166,867

YouTube Views

# QCTV Strategic Plan

## 2022 ACTION RESULTS – December 2022

### DIRECTION 1: ENGAGING THE COMMUNITY

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#### Strategies

- A. Develop capacity to market QCTV.
- B. Leverage community partners for programming.
- C. Update programming content to engage the community.

#### 2022 Accomplishments

Facilitated access relaunched. Reengage partners and develop new partnerships. *Completed: Behind-the-Scenes Show on a mini-documentary on local farmers, Statewide Health Improvement Partnership Show, PSAs, Anoka County Library, Anoka County Master Gardeners.*

Election review and planning for 2022 election cycle. *Complete: Produced 13 candidate forums and the election guidelines were updated.*

Identify best practices for increased engagement during live-streamed events. *Completed: Engaged live audience during sporting live events by gathering polling data for “Player of the Game”, responding to users in YouTube chat and tagged teams/athletes in video recaps of scoring plays on Twitter during the games. Ongoing best practices with modifications moving forward.*

10 PSAs produced for local nonprofit organizations. *Completed: 12 PSAs produced featuring local non-profits in our four city area.*

Pilot "Your Story" user generated content from the community via social media. *Completed: Transitioned from website-based engagement to social media engagement. Example: at Anoka Halloween viewers submitted photos which were shared on social media and The Post.*

Short format content produced monthly by producers. *Completed: Short content is more regular with each produced to generate more engagement online. Best practices will continue moving forward.*



Pilot real-time "on scene" posting at various QCTV productions. *Completed: Multiple Instagram Reels reached thousands of people. Will increase frequency in 2023 and beyond. Best practices will continue moving forward.*

Maximize The Post segments for timely impact on social media. *Completed: Stories posted on weekdays following The Post or as relevant.*

Chamber mixer hosted at QCTV. *Completed: Hosted in September with 30 + attendants. Graduation sponsorship connection made. The Post segment produced. Received positive feedback from attendees and Chamber President Pete Turok.*

Schedule two public online contests to garner increased engagement. *Complete: Contests reworked into "Player of the Game" crowd participation at sporting events.*



## DIRECTION 2: COLLABORATING FOR SUCCESS

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### Strategies

- A. Define core services within legal parameters.**
- B. Promote engagement among staff and commissioners.**
- C. Foster collaborative working relationships between QCTV and city staff.**

### 2022 Accomplishments

Promote each producer to their assigned city. *Completed: Billy – Anoka. Leslie – Andover. Winter – Ramsey. Cory – Champlin. Relationships with city staff are well established, shouted out Producers via social media on Community Media Day (October 20<sup>th</sup>).*

Strategic Plan midpoint check in with commissioners. *Completed: No change in direction from commission. Continue with annual objectives with annual report.*

"What's My Job" segment is launched. *Completed: 8 segments produced, 2 from each city. New segment series "Off the Clock" planned for 2023.*

Closed captioning is implemented for live government meetings. *Completed: Consulted with Municipal Captioning, tested proposed solutions from Tighrope Media Systems and Enco. Purchased equipment from Enco to be installed in Q1 of 2023.*

Develop producer capacity to generate new content using iPads. (Producers, Seamus). *Completed: Developed capacity for producers to use new technology to produce programming. Producers used iPads to produce shows (e.g. District Court Show/League of Women Voters). Staff training on drone use.*

Monitor QCTV/City social media engagement and replicate best practices. *Complete: Best practices will continue moving forward.*

Conducted a pre-election planning meeting with city clerks and other interested parties. *Completed.*



## DIRECTION 3: INNOVATING FOR IMPACT

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### Strategies

- A. Identify community needs and assess engagement.**
- B. Diversify distribution platforms.**
- C. Diversify revenue for sustainability.**

### 2022 Accomplishments

Community needs assessment and resident survey of viewership is initiated. *Completed: Morris Leatherman contacted. Reached out to member cities to get QCTV questions in city resident surveys.*

Lexica Phase Three is completed. *Completed: Report presented and accepted Sept. 2022.*

Implement technology specifically for light productions. *Completed: Developed Flypack for use in "Lite" productions. This pack facilitates video to and from announcers as well as audio communications. Developed infrastructure to run "Lite" productions using mobile production truck at QCTV facilities. Truck is parked at QCTV, four crew members needed per "Lite" production instead of nine for an on-location truck shoot.*

Implement grant auxiliary city meeting equipment for city-produced resident meetings. *Completed: Commission approved \$15k to each city to implement non-cablecast meetings. Consulted with Anoka to purchase equipment. Andover and Champlin staff trained to use council chambers presentation system to accomplish same purpose. Ramsey continued to use conference room meeting equipment purchased by the city prior to 2022.*

Create target marketing to increase YouTube subscribers to 1,000. *Completed: Increased traffic due to promotion, sharing links, livestreaming sports, and election programming generated rapid subscriber growth.*

City hall production equipment replaced. *Completed: Purchased, configured, and installed new video production equipment at all 4 city halls throughout 2022.*



## IN PROGRESS FOR 2023

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Survey questions identified for member city resident survey. *In Progress: All member cities contacted. Champlin 2022 survey delayed/postponed. No other cities have a resident survey scheduled.*

Identify sponsors and school tie-ins for high school graduation coverage/DVD sales. *In Progress: Groundwork laid for 2023. Marketing began in November 2022.*

Website rebuilt. *In progress: Initial design concept completed. Platform will remain Word Press.*

QCTV branded streaming app developed. *In Progress: Branded app still being considered. Website rebuild will inform next steps.*

## DELAYED

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Develop school/community equipment grant program for expansion of co-branded community programming. *Delayed: Key partners at school district identified.*



## QCTV Strategic Plan

## 2023 Implementation Plan

Engaging the Community	March	June	Sept	Dec
Sports recaps are reformatted for new media distribution. <b>Billy, Taylor</b>				
Explored public acknowledgement of submitted story ideas. <b>Katherine: Producers, Karen</b>				
10 PSAs produced for nonprofit organizations in member cities. <b>Cory: Winter, Katherine, Leslie, Billy</b>				
New set designed and installed for The Post. <b>Taylor: Seamus, John, Katherine, CJ</b>				
Expanded interstitial programming. <b>Katherine: CJ, Producers</b>				
Participated in Chamber of Commerce youth initiative. <b>Seamus: CJ, Leslie, Winter</b>				
Implemented school/community equipment grants for expansion of community programming. <b>John, CJ, Leslie</b>				
Viewer survey conducted. <b>Karen</b>				
Hosted one community open house. <b>Seamus: Winter, Katherine, Cory</b>				
Collaborating for Success	March	June	Sept	Dec
Held quarterly meetings with QCTV and city communications staff. <b>Seamus</b>				
Updated programming guidelines to reflect city input on content. <b>Karen: John, Katherine, Seamus, CJ, Taylor</b>				
Produced two "What's My Job" segments and two "Off the Clock" segments for each city. <b>Katherine: Producers</b>				
Community announcers are acknowledged at a commission meeting. <b>Katherine, Taylor, Karen</b>				
Annual report distributed to cities with presentation. <b>Karen: John, Seamus, Katherine</b>				
Survey questions identified for member city resident survey. <b>Karen, Seamus, Katherine</b>				
Completed drone training. <b>Winter, CJ, Leslie, Cory</b>				
Engaged with member cities and partners for 2024 election programming. <b>Katherine, Karen</b>				
Produced city services informational "how to" videos. Katherine: <b>Producers</b>				
Deaf and Hard-of-hearing community notified of closed captioning implementation. <b>CJ, Winter, Seamus, Karen</b>				
Innovating for Impact	March	June	Sept	Dec
All government meetings are closed captioned. <b>CJ, John</b>				
"Live and Local" produced last Wednesday of every month in 2023. <b>Katherine: Producers</b>				
"The Post" segments include a preview for new media distribution. <b>Billy: Leslie, Winter, Cory</b>				
Dedicated sponsor for each graduation obtained. <b>Seamus</b>				
Sponsorship guidelines developed for all programming. <b>Seamus, Winter, Katherine, Karen</b>				
Targeted marketing campaign created for increased YouTube subscribers. <b>Seamus, Taylor</b>				
Website rebuild completed. <b>John: Seamus, CJ, Taylor</b>				
Remote equipment implemented for 2023 fall sport season. <b>Taylor: CJ</b>				
Land parcel business plan presented. <b>Karen</b>				
All QCTV orginated content has closed captions. <b>CJ</b>				